

105

The **REPORTER** *of Direct Mail Advertising*

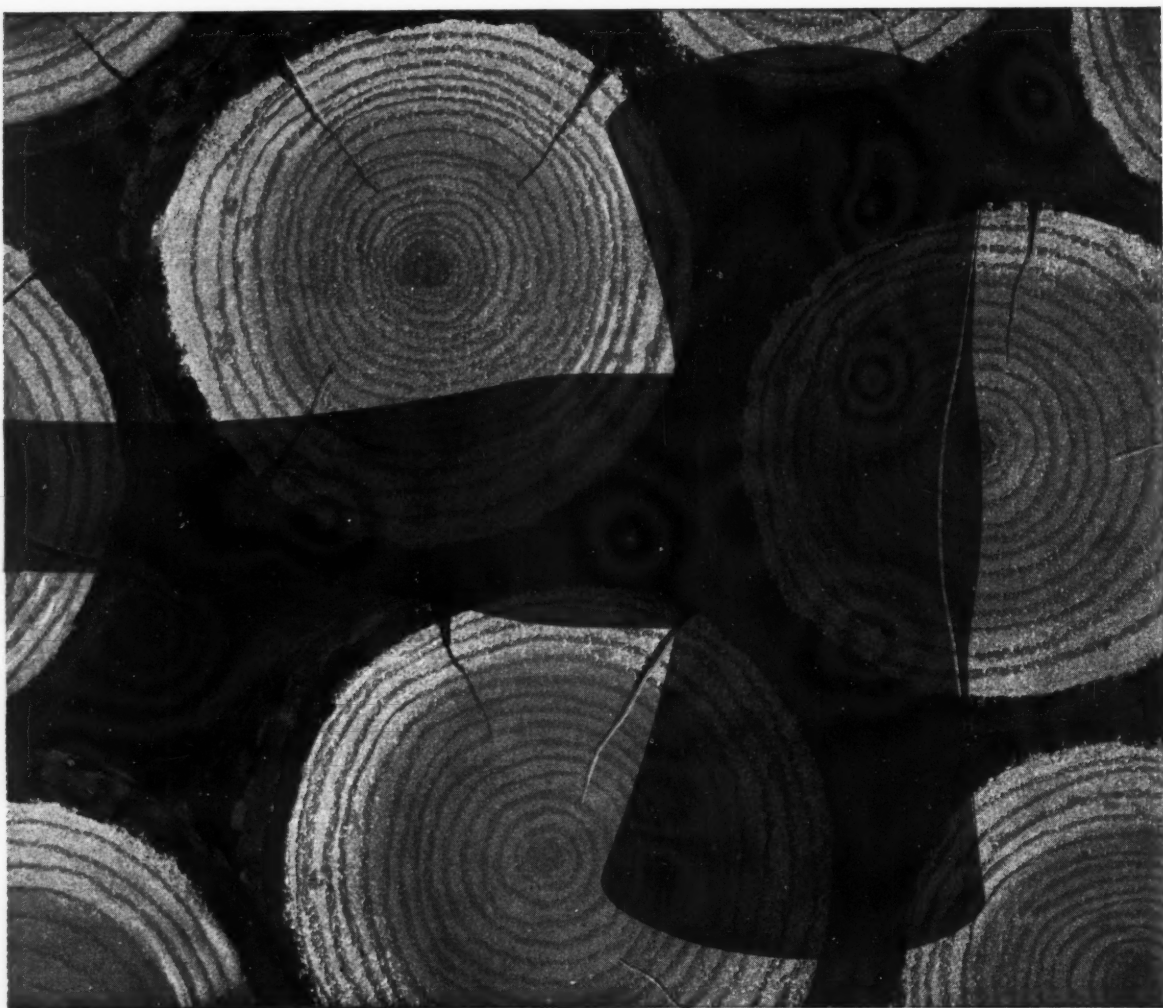
JAN 22 1947

UNIVERSITY OF ILLINOIS



Outdoor Post Office in Sunshine City. See Report Starting Page 3.

*A Report of Direct Mail Activities
During the Last Month of 1946*



YOU HAVE 5 ACRES OF FOREST LAND

About one-third of the area of the United States is forested. This is one and one-half as much area as in food and textile crops . . . or nearly five acres of forest land for each man, woman, and child in this country.

But why are we telling you this? Because America's timber resources are usually underestimated . . . and because a scarcity of trees, we assure you, is not a reason why you can't get all the Mead Papers of the Mead, Dill & Collins, and Wheelwright lines you want.

America's shortage of paper is essentially America's surplus of paper needs. American industries, right across the boards, are expanding . . . and un-

til the paper industry completes its own expansion, shortages will persist.

This corporation, "Paper Makers to America," is hard at it now to increase both production and productivity. Good progress is being made. Meanwhile, if Mead Papers are to be had, your Mead merchant will have them . . . and they will be "the best buy in paper today."

★★★ *Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.*



ESTABLISHED 1846

MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION . "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

NOTES OF A RAMBLING REPORTER

By HENRY HOKE

Sound Scribed from St. Petersburg,
Florida, December 25th, 1946

Air Travel

Left New York two days before Thanksgiving for a round of rest, relaxation, diets, cures and travel. The new big airliners are marvelous. Comfort, service, speed and security. The air transport companies are again advertising their facilities. But why don't they jump with all feet into the big problem of cleaning up the nightmare of getting reservations. That feature of air travel is a mess.

My office tried for days to get a reservation to Hot Springs, Arkansas via Little Rock. Airline officials couldn't do a thing. Finally a friend who knew a friend who knew a guy, got me a seat within fifteen minutes. Same thing happened when trying to leave Hot Springs. The hotel porter and airline officials couldn't deliver. But a friend who knew a friend who knew a guy got it all fixed in five minutes. Incidentally the plane leaving New York had *thirty empty seats* and there were plenty of empty seats leaving Washington, D. C. and Nashville. I don't know how the problem can be licked, but it had better be licked or the transport companies will be spending more money to advertise their too-hard-to-get wares.

Thoughts in a Bath

The lobby of the Arlington Hotel in Hot Springs, Arkansas, was usually filled with a varying assortment of stuffed-shirts. Bankers, judges, lawyers, business moguls, entertainment celebrities and plain average citizens. Everyone tries to look important . . . or something. Everyone with few exceptions is putting on a personal show for someone or everybody. But in the baths on the fourth floor, it's a different story. Take a hundred or so men, strip them down to their birthday suits . . . and indi-

vidually or collectively they are a pretty sorry or silly sight. The same must be true of the women's section . . . though I can't report from personal experience. The window dressing, the sham . . . all stripped away. Soaking in the hot tub each day, I couldn't help but wonder how this situation applied to Direct Mail. I think that in the future I'll address my letters, mentally, to the folks in the baths.

I'll keep my copy natural, modest and unpretentious . . . appealing to the guy or gal who has been stripped of the stuffed-shirt role of the lobby show-off. Because Direct Mail is a natural for that type of approach. It reaches the individual when he is most natural. Alone, and not putting on a show. And he or she is just an average, ordinary individual.

Cure for a Big Head

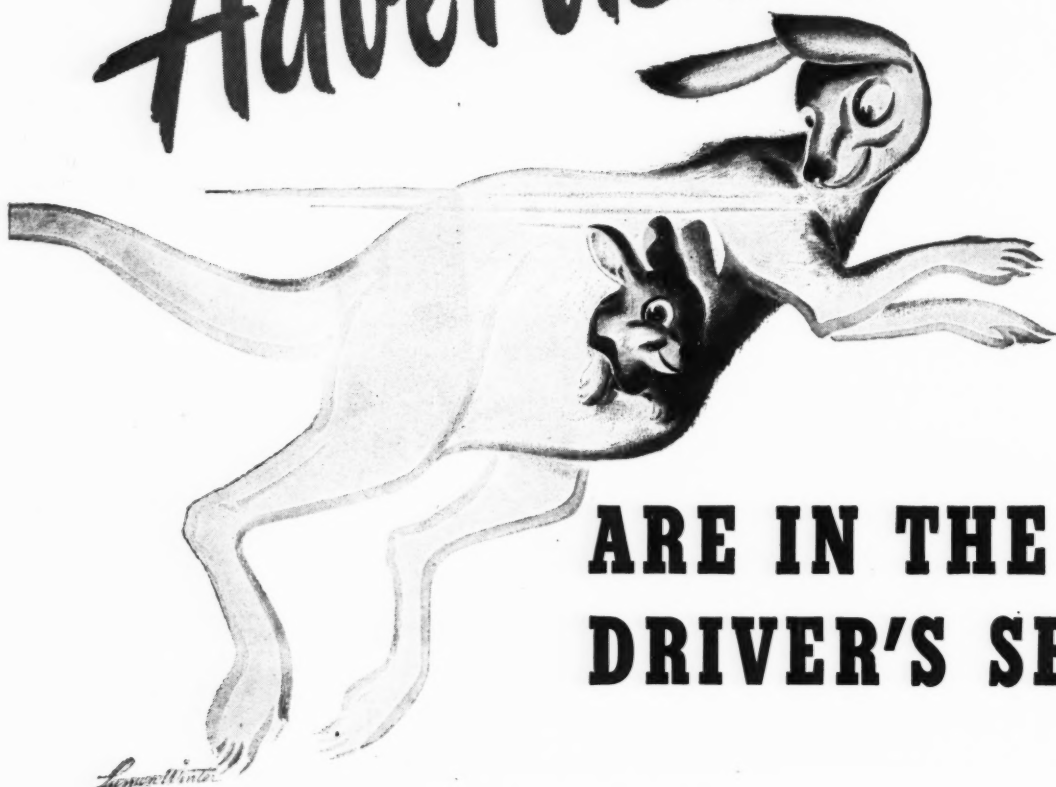
Most of us at times have felt that we were getting to amount to something. We've had applause of our community, club, association or friends. I can recommend a Hot Springs bath to put you in your right social niche. Lying on the steam table one day, I recognized Hank Greenberg right next to me . . . not six inches away. A foot away from my feet was the head of Eddy Duchin. Next to him was Joe DiMaggio and near him Toots Shor. Scattered around nearby were a famous jurist, several famous political leaders and big-shot business men. Who do you think got the most attention? You guessed it. The husky and dusky attendants fought among themselves for the honor of wrapping a hot towel around the body of Greenberg or the arm of DiMaggio. The hot crooners cuddled Duchin with ice packs and gentle rubbing. Jurists, business executives, crusaders

didn't mean a thing. They got the usual casual service . . . but quick. Fame and acclaim are fleeting and depend so much on time and surroundings. Maybe there's another lesson there for Direct Mail copy writers. Take a course in *deflation*. Forget that you or your company are "big shots." Talk to the little (average) people in their own language as if you were one of them . . . which you are. That's the trouble with most letter writers. They try to show off to the guy who is supposed to read the letter . . . or perhaps to their own secretary. Let's start every letter with the thought . . . "Hell, I'm no big shot. There's always someone else who'll get the hot towel first."

Mercy and Direct Mail

I noticed many sufferers from arthritis at Hot Springs. Having friends with this dread disease I wanted to learn more about it. I had heard of the experimental work being done at the Levi Memorial Hospital, so made a date for an inspection tour. I met Regina Kaplan, the dynamic head of this remarkable institution. It was founded in 1914 by the B'nai B'rith, but operates as a non-sectarian free hospital. Regina Kaplan went there in 1916 when there were only 30 beds, 3 nurses and 10 patients. She has been the "Sister Kenny" of arthritis. Largely through her efforts the hospital has grown to accommodate 125 patients. I went over the layout from cellar to roof; saw the fabulous experimental pool where patients are wheeled down ramps into the water or lowered on stretchers onto sunken beds by a mechanical crane. I watched men who had been brought to the hospital on stretchers riding underwater bicycles or manipulating other motion devices for the hydrotherapy which seems to cure or improve. I saw the

Advertisers



ARE IN THE DRIVER'S SEAT

Consumers have had to do a lot of hopping around in search of merchandise. It looks sometimes as if they didn't care much about brands. But that's a purely temporary situation. When goods again become plentiful, you'll see a tremendous swing back to the known brands and substantial quality. Then consistent advertisers of yesterday and today will reap many times what they've sown in advertising dollars. That is why smart business protects itself with good advertising . . . why the demand for Champion paper is the greatest ever . . . why America's sound, normal, competitive economy will continue to be the greatest in the world.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK · CHICAGO · PHILADELPHIA · DETROIT · ST. LOUIS · CINCINNATI · ATLANTA · SAN FRANCISCO

nurses training school, the experimental laboratories and the up-to-date operating and X-ray rooms. My question: "Why is this remarkable service only available to the poor? Why can't those who can pay get this sort of treatment?" There is an answer in the brain of Regina Kaplan. But fulfillment may be a ways off. She told me about the plan to found or create a national arthritis research institute adjacent to the present hospital but to be operated independently. I saw the architect's drawings and heard the outline of the proposed organization. Lionel Barrymore has accepted the Honorary Chairmanship of the Committee. Prominent professional and business men are serving on the promoting committee. But here again I had to get mixed up in Direct Mail even though supposed to be on a rest cure.

The proposed institute would cost several million dollars. It would be opened to scientists the world over and to both free and pay patients. Present plans so far call for money raising "by meetings and personal solicitation." Elaborate brochures had been prepared by an advertising agency. I looked them over and said "nuts." Here is an ideal Direct Mail case. I advised eliminating the hullabaloo meetings and the high pressure fund raising drives. On file in Hot Springs are thousands upon thousands of names of persons who had come to that spot to be cured or eased of arthritis. Available also in clinics throughout the country are the names of hundreds of thousands out of the seven million or more sufferers in the country. That's the way to raise the money. Ask the little and big people all over to donate their dollars to this much needed institution. Use the simple, economical tested mail order methods. A straightforward, honest formula letter; a simple explanatory enclosure; a contribution form and a return envelope. Get the best experts in the country to run the appeal . . . and the dollars should roll in.

Even out at the airport, Regina Kaplan was still trying to get me to stay in Hot Springs. But I stuck to the doctor's orders . . . with a promise to come back if needed or to help by mail or 'phone. She is a courageous woman . . . and I hope her dreams come true. If any of you Direct Mail people want to help . . .

write to Regina Kaplan at the Levi Memorial Hospital, Hot Springs, Arkansas, and ask her for a copy of their house magazine "The Messenger."

Big Business Town

I had a few days in Dallas with friends I made there during the DMAA Regional Conventions. Dallas is a big rushing important city . . . sort of staggering in its signs of wealth and the fun of living. Saw



There are plenty of pleasant sights around St. Petersburg.

many of the homes that oil or other kindred developments have built; heard fabulous stories of the business possibilities in this thriving big town. Visited with Bill Henson and Marion Newman . . . two of the well known Direct Mail producers. They are busy . . . and happy. Dallas gives tired nerves a shot in the arm. Visit it if you are feeling depressed. Remember what I told some of you house magazine editors sometime back about getting out of the rut by taking a trip. Okay . . . add Dallas to your list.

The Sunshine City

At last I'm getting around to the picture on our cover. I finally got to the sun of St. Petersburg. (The trip by plane across Louisiana is a dream . . . especially the view of New Orleans all lit up at night.)

St. Petersburg, in spite of all the wisecracks about it, is an ideal place for a rest . . . or home. Its post office

symbolizes the city. It is actually *open air*. All boxes and stamp windows are in an outside court. There is only one small inside room for parcel post weighing and stamping. Very little distribution or clerical work is done in the main post office pictured on our cover. There is a big workshop for that in another building further out of the center of town.

Postmaster Pearce gave me all the details. This outdoor post office was the first such building in the United States. There have been a few adaptations of it. It was opened on October 1, 1917. The first fiscal year showed a gross revenue of \$56,282.71. The fiscal year ending June, 1946 brought the figure up to \$863,290.02 . . . which just about shows the growth of St. Pete. The permanent population has grown from about 14,000 in 1920 to around 85,000 in 1945. (Bank deposits have jumped from 4½ million in 1932 to 92½ million in 1946.)

The Postmaster told me that they often get letters to an individual addressed only to the Sunshine City, U.S.A. Postal clerks throughout the nation route them correctly.

I became interested in this sunshine idea, and interviewed L. C. Brown, the courteous and aggressive publisher of the *St. Pete Independent*. I heard that this newspaper gave away free its home edition every day that the sun failed to shine before press time (3 P.M.). Several folks I questioned at the Suwannee Hotel seemed to think it was a joke . . . that the newspaper gave away just *one paper*. Publisher Brown confirmed the true story and showed me the figures. They have given away exactly 165 entire issues in 36¼ years or an average of 4½ complete issues per year. (They credit all paid subscribers for a week when the sun has missed six days in any period of time.)

That pretty well establishes the fact that the sun shines practically every day in St. Pete, for it may come out after 3 P.M. on the bad days for the *Independent*. And that's why an outdoor post office in St. Pete is entirely practical. Incidentally, one daily issue during the busy season takes about a carload of paper. Brown thought he might have to give up the idea during the war . . . on account of the paper shortage, but the Cham-

ber of Commerce and local advertisers howled to the high heavens and he managed to squeeze through. It's one of the best promotional ideas in the country, and certainly has had much to do in putting across the story of St. Pete.

Of course the Chamber of Commerce has had something to do with it, too. *That* is a real business organization. I interviewed Pres Phillips of the Publicity Bureau and Tom Griffith who runs the advertising agency which handles the Chamber of Commerce account. (Tom came here 22 years ago from the advertising business in Detroit. The years have been good to him.) Both Phillips and Griffith gave me "the works." They showed me one of the most intelligently handled community campaigns in the country. Possibly "the most." First, they've set up a visitors registration system which is commendable. The idea of registering local addresses is promoted among all visitors. Registrations are assembled in the state and city public records which friends may consult in seeking friends from the same town. 80,000 or more visitors register each year. Those names are circularized the following year with inviting-back letters.

And then the Chamber and its agency have set up an ideal system for answering inquiries (which should make some commercial organizations jealous). Inquiries resulting from space advertising or publicity releases were analyzed over the years. They were broken down into ten or twelve major classifications of subjects.

An attractive booklet or folder was prepared on each of the major subjects. There is a general folder on St. Pete which goes to all inquirers. There is a folder on hotel accommodations, one for apartments and homes for rent; another on cottage courts. There are special booklets on schools, industry, yatching, fishing, real estate, entertainment, etc. There is an answer for nearly every question. Form letters accompany each booklet or set of folders, but many times personal letters are written or pertinent P.S.'s attached to the form. The 1946 season has produced 66,714 letters which were all answered by the competent staff in the C. of C. headquarters. These names will be

followed up later by additional letters with "come-visit-us" appeals.

It might be a good idea for some national advertisers I could mention by name to visit St. Pete to find out how to capitalize (by mail) on inquiries developed by space advertising. The Chamber of Commerce also makes available to advertising, civic and business clubs a glamorous technicolor motion picture of the sunshine city. There is a booklet to promote that, also. I can report truthfully that Direct Mail is not an unknown subject in these parts . . . and I've enjoyed watching it work here.

So, too, have I enjoyed meeting some of the advertising people down here. Ran into E. St. Elmo Lewis, formerly of Detroit who talked at many a DMAA convention.

Visits to Tom Dreier's place on Snell Island (St. Petersburg) are always a treat. Tom's love of life and people is contagious and as warming as the sun. Right now he is all steamed up about the advent of his new book which Harper's will publish in January. Title "Religion of a Vagabond." From what I've learned of the first two chapters, this new book will cause much talk and possibly some controversy. Tom and his wife have really learned how to live and work. During the winters their office is busy on Snell Island. During the summers they work in a duplicate office in New Hampshire. Even the desks are the same in the two widely separated offices. The files and records are simply transferred at moving time from one desk to another. The work day for Tom starts at 6 or 6:30 in the morning and is usually completed by noon. The rest of the day is left free for meetings, for friends, for golf or for the sun.

Naturally, I spent considerable time with my buddy of Direct Mail pioneering days, Jack Carr. He is not feeling so well, but is getting better. Still grinding out his daily stint of cordial contact letters for a long string of satisfied customers who have stuck by him through the years. I saw one file covering a letter every month for more than 22 years for one client. I'm trying to induce Jack to put his experiences into a book for the benefit of all the young folks who are coming into the business world. The complete record would be price-

less. He is half sold. If I succeed, you'll hear about it later. And how!

There is Still Black Mail

A trip like this wouldn't be complete to me unless I did a little snooping for the kind of Direct Mail I don't like. The hate or disruptive kind. There is still plenty of it. Harvey Springer, the Colorado cowboy preacher who publishes the vitriolic "Western Voice" was in town preaching at the "Gospel Tabernacle." I went to hear him. Two nights in a row. The second night I was spotted by one of the henchmen, the notorious poison pen writer from Detroit, Larry Asman . . . who had the gall to act as one of the phoney "converts" on Springer's call to be "saved." We had quite a session on the Tabernacle steps after the service. Seems that the hate spreaders are ganging up on St. Pete. Gerald Winrod and others will be here en masse during February or March. They find fertile soil for spreading prejudice and intolerance here in the south. Too bad, when this section is blessed with such ideal climate. But more and more people are "getting wise." The truth will out.

* * * *

It is Christmas Night as I finish this report. By the time I get back to New York, this issue will be in print . . . and I'll be fit and ready for work.

It has been good to talk to people. Just people. Bell-boys, taxi drivers, maids, waitresses, clerks, friends, club members and other visitors . . . and even stuffed-shirts. Democracy is a great institution. Everyone has his or her own pet ideas, hates, phobias or whatnot. No two seem to agree on everything. But eventually things work out and we keep rolling along. From New York to the hot tubs of Hot Springs, to the glamour of Dallas, to the sunshine of Florida . . . people are pretty much the same. Just people.

And I think I've learned a little more about Direct Mail from this trip. Because to learn more about Direct Mail . . . you must learn more about people. I hope you readers may pick up a few ideas from this report.

How To Cut Production Costs...

A Review of Mail Order Techniques

Here is some noteworthy copy from a recent bulletin in the Idea Series issued by Lewis Kleid, Mailings Incorporated, 25 West 45th Street, New York 19, N. Y.

* * *

Rapidly rising production costs for paper, printing, lists and lettershop operations make it necessary for the mass mailer to take advantage of every possible economy to continue mailing in quantity.

The ideal combination in selling by mail is a letter, a descriptive circular, an order card, a business reply envelope (if remittance is desired) and an outside envelope.

Elimination of any of the elements might be false economy. But there are other ways to save money:

Envelopes—

1. If window envelopes are used, eliminate the cellophane or glassine. A plain die-cut opening is sufficient.
2. If the envelopes are to be metered make sure that the flap is upside-down so that the sealing and metering can be done in one operation.
3. Print the bulk mailing permit (preferably in a color) at the same time as the corner card.
4. If you're using first-class envelopes, by all means switch to pennysavers. You'll save \$20 per thousand on postage and results shouldn't drop off too much.
5. Anticipate your envelope needs—order a large quantity in advance and print before the envelopes are made.

Paper—

An attractively designed letterhead and colorful printing will help to overcome the poor color and quality of inferior and lighter grades of sulphite bond. Paper is part of the picture but it's really the copy and offer that count. Instead of two sheets on a long letter, try running copy over

on the back of the letterhead. Combining the circular and letter in one four-page form is not generally recommended.

Addressing—

1. Lists used frequently should be placed on stencils.
2. On low-cost mailings using directory names, it might be worthwhile to employ homeworke typists.
3. If labels can be used, find out more about "Ditto" duplicating of lists on perforated gummed sheets.
4. Renting your lists of customer and inquiry names to non-competitive mailers will produce an income and reduce your mailing costs.

Multigraphing—

1. Some of the lettershops have "triple-head" multigraphs which in one continuous operation print a letter, a red and black ribbon message and a blue signature.
2. On large quantity work, try "ribbon-print" letters produced on fast, two-color presses printing through a silk ribbon.
3. Experiment with offset. Simulate a typewritten message by reproducing the letter from copy typed with a special ribbon.

Printing—

On large quantities of circulars with large areas of illustration, consider the advantages of rotogravure and the opportunity to use lowest-cost, lightweight paper. (Ed. Note: Also consider savings possible in "gang runs.")

Personalization—

If you're using filled-in letters, try a running caption or a salutation such as "Dear Subscriber," "Dear Reader," "Dear Friend."

Conclusion—

Great caution should be observed when trying to effect economies. Cut-

ting corners on costs isn't the way to improve results. With the mass of mediocre mail being distributed today, it might be better strategy to upgrade your mailing pieces and make them richer and more distinguished.

But best of all, if results are off—forget about the mechanics of production—think in terms of new copy, new ideas, new offers. There's no substitute for creative thinking.

Reporter's Note: Production and Price problems are getting serious in Direct Mail picture. We hope the trend toward increased prices, inferior work and uncertain delivery won't "kill the goose that laid the golden egg." *This reporter* would like to hear from both user and producer readers. What are you doing about cutting corners? How are you stretching your advertising dollars? How are increased prices and slow production affecting your operations? What ideas or solutions do you have? Let's have a round-up of opinions in the January issue.

ANOTHER TEST REPORT

Dear Mr. Hoke:

Some time ago I read an article covering a series of tests that had been run on the frequency with which follow-up sales letters should be sent. The results seemed to favor an interval of one week.

We conducted our own test, covering a period of five months. During this period, inquiries were separated alternately as they came in, every other one receiving a one-week follow-up, and the others a two-week follow-up.

We have just reviewed the results, and find that in our case the two-week follow-up pulled better than the one-week by 42%.

James de Fremery, Pres.
Onox, Inc.
121 Second Street
San Francisco 5, Calif.

Controversy Over Check-advertising

Way back in the May *Reporter*, we ran an item boosting the idea of better looking checks . . . of using them for advertising.

"Shop Talk," a supplement to "The Smith Digest" issued by C. A. Smith & Company, Westport, Connecticut, picked it up and reproduced the sample check we had used to illustrate the article.

It seems that some bankers didn't like the idea. The following letter was received by the Smith Company:

Mr. Charles A. Smith, Editor
The Smith Digest
Westport, Connecticut

Dear Mr. Smith:

As Chairman of the A.B.A. Bank Management Committee's subcommittee on check standardization and simplification, I feel that I should point out that your suggestions in the Smith Digest of May 1946 as to use of checks for advertising purposes are directly counter to the long standing (some 20 years) recommendations of the Bank Management Committee.

What with all the modern day payroll deductions and accounting engineers, payroll checks, at least, have become all cluttered up with everything except the payee's shirt measurements, so that in many cases it is most difficult for bank clerks to find the amount of the check, not to mention the payee and the drawee bank. Many other forms of business checks are similarly cluttered up with extraneous figures—and on top of all this comes the use of all other available space, and frequently space that isn't available, for advertising purposes.

Banks have no objection to a background lithograph of the customer's plant or even the founder's bearded bust, providing the essential factual data on the check can be clearly distinguished, but we do object to have a check come through in the shape of a ham or sack of potatoes or crate of oranges, or having fur bearing animals crawling all over it—to the exclusion of, or certainly to the definite impairment of, the most important considerations, namely, (and in order of importance), the amount of the check in figures preceded by a bold dollar sign, and the routing symbol of the drawee bank, the date of the check, the payee's name and the payer's name. No matter what happens to the rest of the check we have laid great stress on the reservation of an area about $1\frac{3}{4}$ " square in the upper right-hand, or "northeast", corner of the check for the two most important figures: the amount of the check in figures and the routing symbol of the drawee bank. It is our hope that ultimately these will be the only figures in that corner, with

the possible exception of the serial number, and if that must be there it should be of a type and character easily distinguishable from the amount of the check in figures.

Isn't the advertising value of this one-time sacred medium of exchange a bit overdone anyway? In most cases a company's checks are going to people with whom they customarily do business, people thoroughly familiar with the company's products who have already sold some of their own goods and services to it. Granted there is doubtless some advertising value, but on the other hand if the abuse of this medium of exchange originally created and made available to business by banks goes so far that it impairs the original purpose and use, banks may some day have to clamp down and insist on more compliance with reasonable requirements for practical purposes. Many times studies have been made to show how much longer it takes to send some of these "headache" checks through transit than it does an ordinary businesslike check that conforms to recommended standards; and the day may well come when banks will have to service charge their customers on the basis of how much more difficult and costly it is to handle their checks than standard ones.

I hope you will understand and accept in good faith my criticism of your suggestion. It is made only in the interests of banking and the banking public as a whole.

Yours very truly,
Robert C. Tait, Vice Pres.
The Union Trust Company
of Pittsburgh
Fifth Ave. and Grant St.
Pittsburgh 19, Penna.

The "Digest" printed the Tait letter with another excerpt from *The Reporter* . . . a quotation from a letter written by Turner Goldsmith, assistant sales manager of John H. Harlan Company, Atlanta, Georgia:

Being in the Bank Stationery business with emphasis on checks, and also having been a student of direct and direct mail sales advertising for quite some years, I was highly interested in the splurge on checks as an advertising medium appearing in the current issue of *The Reporter*.

That a potent advertising and prestige medium is right at their very finger tips is a fact that many firms completely overlook. As you point out, "it's a perfect time to put across a lasting advertising message."

And there's another feature that perhaps you may not have considered—the surprisingly wide coverage attained by each check placed in circulation. A safety paper manufacturer has estimated that an average of eighteen persons sees

each check issued. Personally, I usually place it at an even dozen and when thus speaking conservatively it can be seen that 12,000 (yes, sir!) mental impressions are created for each 1,000 checks written. That's a "list" not to be overlooked.

Later, along comes rebuttal from another bank . . . as follows:

Dear Mr. Tait:

I was much interested in the reproduction in *The Smith Digest* of your letter, wherein you stated the case for banks in connection with the use of checks for advertising purposes. I believe you did an outstanding job.

The added comment, which presumably was a reply to your question as to whether or not the advertising value of this medium of exchange was not a bit overdone, left me cold. The contention that twelve to eighteen persons see every check written appears to me to be considerably exaggerated. But even if true, I presume the persons would be mainly bank employees who would be progressively irritated by the advertiser who had cluttered up his check with extraneous matter. The "mental impressions" thus created would be, to my way of thinking, primarily negative.

Sincerely yours,
Jerrold Owen
Director of Public Relations
Central Bank
Oakland, California

But, says Charles Smith, some bankers are asking for more information about advertising checks . . . considering offering the service to their business customers. So there are two schools of thought. *This reporter* still likes attractive checks with advertising value and we think that bankers should stop being negative . . . or something.

ABOUT MAILING LISTS

One way to increase one's mailing list is to borrow the mailing list of some business house in your city and send out a printed list asking if they are stamp collectors. In my city we have a large tree nursery from which I obtained 5,000 names. I mailed my circular to these people and received 415 replies. Out of these I got 300 steady customers. Any fresh, accurate mailing list is worth trying.

Warren F. Haley. From "Stamp Wholesaler," 20 Catherine Street, Burlington, Vermont.



Rich and Sparkling REPRODUCTIONS BY OFFSET

One reason why offset is fast becoming the standard method of producing colorful direct mail and collateral material, is that it gives you *the best run for your money*. It is flexible, effective and, in comparison with other processes for producing quality work, is economical. Harris-Seybold has just produced a new 20-minute movie—in full color and sound—on Offset Lithography. It is available to lithographers for showings to advertisers and agencies. Ask your supplier about it, or write us direct. Harris-Seybold Company, Cleveland 5, Ohio.

Dilute the "Scotch" in your blood - WHEN YOU BUY QUALITY OFFSET WORK

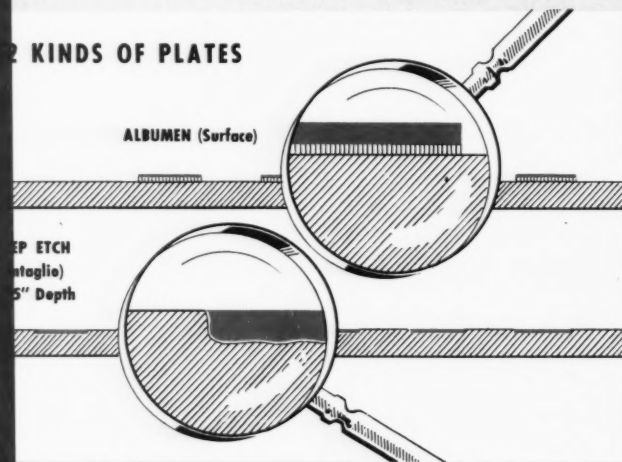


1. GOOD "CAMERA COPY" is needed for those outstanding pieces of literature you have seen produced lithographically. Ask your lithographer for suggestions on how to prepare artwork and retouchings at the very beginning. Give him a chance to do a job of which you'll both be proud.



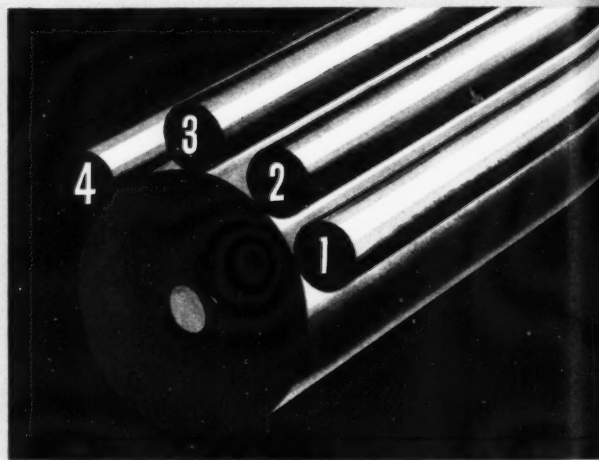
2. DOT ETCHERS, by skillful manipulation of the halftone positives, impart life and sparkle to illustrations. Where top-quality reproduction is essential, dot etching is an important step in the process. Important users find that "saving money" on dot etching is foolish economy.

2 KINDS OF PLATES



3. DEEP ETCH PLATES are recognized by those in the know as being well worth the extra cost, for certain jobs. They give you a better run for your money on long runs, or on jobs requiring maximum sharpness of detail. Go along with your lithographer when he suggests deep etch plates.

The amazing flexibility of Offset Lithography is one of its great assets for producing sales and advertising material. For top-quality work, the best of lithographers need reasonable time and reasonable leeway in pricing if they are to apply their finest craftsmanship. For a colorful presentation of the values of Offset Lithography, write us for a copy of "Why Offset Lithography Is On the March".



4. MONEY SPENT for carefully prepared artwork, retouchings, negatives and plates may be wasted unless the inking mechanism of the offset press is adequate. All new models of Harris offset presses, through the use of four inking rollers, maintain top quality and help keep prices in line.

HARRIS-SEYBOLD COMPANY

Harris Offset Presses - Cleveland 5, Ohio





Playing

POST OFFICE

By: EDWARD N. MAYER, JR.

This month we go all out for speed. We do it because that one word characterizes the thoughts and actions of the entire Post Office Department. Almost all of the efforts of the officials seem to lean toward speeding up every single step in the delivery of your mail.

In keeping with this campaign of speed we want to tell you about several things the Post Office is working on. The first one, logically enough, covers speeding up the sorting and cancelling of mail when it is received at the Post Office. Here then are excerpts of an article that appeared recently in the *Kansas City Star*.

"The tedious sorting by hand of all the outgoing mail at the post office eventually may be replaced by a swift mechanical operation on which Richard G. Werner, 8801 Winner Road, Mt. Washington, holds several patents.

"Werner's invention goes back to 1929, when he started to work as a clerk in the general post office here.

"Facing—which is the name of a process in which letters are picked from a helter-skelter pile and deposited in a conveyor channel with the stamp corner down and to the left, facing the operator—seemed particularly slow to Werner. 'An average clerk can face forty-five letters a minute', Werner said. 'That makes it a pretty expensive operation, when you think of the tens of thousands of letters that have to be handled that way.'

"As a new clerk, Werner was equally dismayed by the manual process of separation. In this step, letters are sorted into 'batches' for shipment to various destinations over the country—and the sorting is done by hand. Werner found it impossible to handle more than sixty a minute.

"The trouble is that the eye is quicker than the hand," he said. "A clerk can read the address and know which pigeonhole will get the letter, several moments before he can make the toss."

"Werner asserts that his invention can face, separate and cancel in one operation—and with the clerk sitting comfortably and tapping the proper keys on a small, compact machine as he watches the letters slide toward him on a feed chute.

"Werner gave a convincing demonstration on a working model which he has set up in the post office basement.

"It isn't at all complicated," Werner said, taking his seat in front of the keyboard and turning on the whirring electric motor which powers the device.

"A revolving steel arm, fitted with a suction cup on its outer end, turned rapidly past the stack of letters in the feed chute. Every time the arm passed the stack, the suction cup whisked off a letter, turned it to the proper position (stamp corner down, to the left and facing the operator) and propped it in a conveyor leading to the cancellation machine.

"Through the application of simple mechanical principles, Werner said, it would be easy to incorporate a mechanical separation device into the facing machine. This would require an additional key for each separation point. As the inventor pointed out, practiced operators can produce efficient and rapid results on other complex keyboards; and he sees no reason why it would be difficult to train operators for the 'post office machine'.

"Werner believes a skilled operator would be able to face letters more than three times faster than they can be faced by hand, and separated at least twice as fast as by the present sorting-to-pigeonhole method.

"Great encouragement came recently from Washington, where Werner showed a movie strip of his device to high-ranking members of the postmaster general's staff. A full-scale tryout of his machine has been promised by Walter Myers, fourth assistant postmaster general in charge of equipment."

* * *

Now that we have speeded up the first step in the delivery of your mail, let's move along and yet at the same time move backwards. Backwards, because we've probably bored you before about Zone numbers. But we've made some recent tests on their use and they do speed up the delivery of your mail. The following from the *Postal Bulletin* of December 10, 1946 will give you some insight into the Post Office feeling about them.

POSTAL DELIVERY ZONE NUMBER SYSTEM

"At post offices where the volume warrants and where it is practicable to do so, separation should be made of letters bearing postal zone numbers from unzoned letters in outgoing letter dispatches.

"Zoned letters should be tied out under labels indicating that the package contains letters bearing zone numbers. At any office where the volume warrants, separate pouches of zoned and unzoned letters should be made up.

"At offices where the zone number system of addressing mail is not in effect, postmasters are requested to encourage their patrons to include the zone numbers in addresses on mail addressed to cities where the plan is in effect.

"While it is not intended that any office will make radical changes in the present labeling of dispatching cases for the purpose of separating zoned from unzoned letters, it is, however, expected that all offices will make every reasonable effort to separate zoned from unzoned mail when the volume warrants. For the purpose of uniformity, all post offices dispatching packages of letters containing mail bearing zone numbers should conspicuously label such packages 'ZONED.'

"Postmasters, supervisors, and employees engaged in the distribution and dispatch of outgoing letter mails are urged to comply with foregoing instructions."

* * *

And now that we have your mail faced, sorted and zoned for quick delivery let's see what the transportation plans of the not too distant future look like.

Flying experiments to learn whether all or part of the 4,500,000,000 pounds of parcel post moved annually by the Post Office Department may eventually be transported by airplane will be started next February.

Gael Sullivan, Second Assistant Postmaster General, disclosed the plan for parcel post by air at a press interview at which he gave details of the experimental helicopter mail service that will start in the New York City area January 6th.

The plan for flying parcel post has already reached the stage where Post Office Department officials are discussing with the Army Air Forces the use of two large transport-type planes, Mr. Sullivan said. He did not disclose where the experiments would be conducted or give any other details.

He pointed out that 23,000,000 pounds of parcel post move daily through Post Office channels and ob-

served that if this could be moved by airplane there would be many advantages beyond the mere speeding of service. Such operation would provide contracts for aircraft manufacturing companies, create jobs and keep a large commercial air fleet in being against any national emergency.

While disclaiming that the Post Office Department had any "Buck Rogers ideas or Jules Verne concepts," Mr. Sullivan declared that it was already investigating rocket ships as possible means of speeding service. He stressed the fact that the Post Office Department believes in rotary-wing aircraft.

Details of the New York area helicopter mail service made public by Mr. Sullivan show three circular routes in cloverleaf pattern and two shuttle services. The routes cover a radius of fifty miles from the New York General Post Office and touch thirty-nine suburban Post Offices.

The three circular routes reach into Connecticut and New Jersey, going as far north as Peekskill on the Hudson River, east to South Norwalk, Conn., and as far west and south as New Brunswick, N. J. About 12,500,000 persons live in the area to be covered by the experimental flights.

Mr. Sullivan said that two previous experiments in flying mail by helicopter—in Los Angeles and Chicago—had proved highly successful but that the New York experiment "is our most ambitious test." He expressed the hope that permanent helicopter service would be in operation here by the middle of next year and added that applications to operate the Los Angeles service might be approved by February, while the Chicago applications might be approved in April.

Ship-to-shore helicopter flights to speed mail also will be flown by the

eleven test planes, Mr. Sullivan said. Details of this part of the experiment will be worked out as the plan moves ahead.

* * *

So there in three parts is your story of speed and the Postal Service. But if you want to take advantage of this new speed-up service, better be careful about your addressing. After all, everyone makes mistakes . . . including the *Postal Bulletin*. We quote in full a correction notice appearing in the issue of December 17th.

SIMILAR POST OFFICE NAMES (correction)

"The notice published in the Postal Bulletin of December 3, 1946, under the heading 'Similar Post Office Names' is corrected as follows:

"Riverdale, Md. (discontinued—mail to Grayton, Md.)" should read "Riverside, Md. (discontinued—mail to Grayton, Md.)"

"Riverside Station, New York, N. Y." should read "Riverdale Station, New York, N. Y."

Something New To Worry About In Retail Direct Mail

Here's an interesting report from Baltimore about "cycle billing" which may change printed promotion techniques in retail selling. Manufacturers and printers should note carefully.

Dear Henry:

Greetings! I like your tree-climbing dogs very much and I am looking forward to seeing you when you come to Baltimore for that speech.

Here is a suggestion that you may be able to use to advantage in *The Reporter* or as a DMAA project. Many stores have adopted or are going to adopt cycle billing, which, as you know, merely means that bills will go out in bunches at stated intervals during the month instead of all at the same time at the beginning of the month (sic!). This poses a problem for manufacturers who supply folders on their products for use in store bills, the agencies who prepare these folders, the printers who print them, and the stores who use them.

In my case, for example, I have to give up our Hochschild, Kohn News (sample enclosed) because I don't think we will ever be able to guarantee that merchandise, especially fashion merchandise, shown in a folder that goes out in 10,000 lots on March 5, 10, 15, 20, 25 and 30 will be in the store for customers

to buy two weeks to a month after each group of customers gets the mailing piece. That means that most of the mailing pieces I will use will be in quantities of 10,000 to 15,000 and would have to be different for each group of bills that go out, except in such cases where the merchandise is completely staple and would always be carried in stock (such as moth preventative, floor waxes, etc., etc.).

Obviously, as I have to buy circulars in 10,000 to 15,000 lots, it will cost me much more to cover our entire charge list of 71,000 than it would if I could use the same enclosure for the whole batch of bills. This is a neat problem for printers to chew on, and for manufacturers to consider when they are planning to have stores insert their folders in their bill mailings.

I believe cycle billing will be used more and more by stores to eliminate the peak load in bill mailing which has always been a headache, even when help could be had for next to nothing, and, therefore, I think this situation merits attention. Don't you?

B. Lewis Posen,
Publicity Director
Hochschild, Kohn & Co.
Baltimore 1, Md.

Reporter's Note: I sure do. Let's have some reactions from other readers.

THERE SHOULD BE MORE

Congratulations to Dr. Kenneth Dameron, of the College of Commerce of Ohio State University, for his aggressive action in making advertising instruction something more than a gloomy subject discussed behind college walls.

Assisted by the advertising associations of Ohio and the Ohio Printers' Federation, Dr. Dameron, on November 8 and 9, staged a two-day Advertising Copy Clinic. The sessions were divided into industrial advertising copy; Direct Mail, radio advertising commercials, advertising copy fundamentals; advertising headlines, the feminine slant, newspaper and retail copy.

Our old friend, Reid Vance of the Printing Arts Association, was chairman of the Direct Mail division, with Charles B. Mills of O. M. Scott & Sons, the discussion leader. Sessions were open to businessmen as well as students.

Seems to us that sessions like these should be staged all over the country, especially in the cities which house universities such as Ohio State.

GOODWILL SELLING LETTER

This reporter liked the form letter on four page illustrated letter received from the Buick dealer in Nassau County. Construction of letter could be improved, but it has the right spirit and it should build goodwill.

Dear Mr. Hoke:

We've all heard and read a lot of radio and newspaper urge, lately, to the general effect that our automobiles aren't doing us much good—so why not sell them at today's top prices. Well, for those who need money more than they need cars—it's a grand idea.

But for those of us who want and can afford the pleasure and comfort and convenience of owning our own means of transportation—Winter is "coming up". It's an important Winter. For while these cars of ours may have mileages which have passed the old-time "turn-in" point, they have, with proper care, a whole lot of good life still in them. The important thing, of course, is that innocent little phrase—"with proper care".

We've been able to maintain our staff of experts—men who really know what to do, and how to do it most economically—to "convert" your car from a Summer to a Winter and Fall status. They also know, from long experience, what your car may need to keep it from deterioration—to keep it rolling in the shape you would have it.

We suggest that you phone, right soon, or just drive your car in for its Winter conditioning. We'll schedule the job for the time best suited to your convenience.

D. A. Eldredge
281 Main Street
Hempstead, L. I., N. Y.

WORTH READING

"The Art of Plain Talk" by Rudolf Flesch, Ph.D., 210 pages. Price \$2.50. Published by Harper & Bros., 49 E. 33rd St., New York 16, N. Y. Says the Saturday Review of Literature:

"This man knows how to write, and he knows how to teach. His influence on the American press is already great. 'The Art of Plain Talk' will extend that influence to the school, the home, the office, the pulpit, the street, and, let's hope, the government."

The Art of Plain Talk is right down *this reporter's* alley. What we've been preaching for years to letter writers. Go ahead and talk. Don't write an essay. Don't freeze up. Say it simply. This book goes in our library of recommended reading for Direct Mail neophytes. *Reporter* and *Graphic Books* will accept and fill orders.

THE REPORTER

"Leadership"



EAGLE-A



THE FINEST

When Eagle-A Coupon Bond is specified, the very best quality is assured, because it is the finest business stationery paper.

From the slow-paced, wood-burning "Lightning Express" of years ago, to the 100 mile an hour diesel-electric "streamliners" of today, the development in locomotives and railroading has been one of steady progress and leadership.

EAGLE-A COUPON BOND

a truly fine 100% Rag Extra No. 1 Grade has also maintained its leadership through consistent quality and progress in production methods.

Lending prestige to important business letters and permanently protecting vital documents, Eagle-A Coupon Bond's rich appearance and bank note crispness is the result of four generations of papermaking skill combined with modern equipment and close laboratory control.

For the finest business and executive stationery, with envelopes-to-match, specify Eagle-A Coupon Bond to your Printer, Lithographer or Engraver.

Ask your Stationer for

EAGLE-A TYPEWRITER AND BOXED PAPERS

EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

The Story of Bessie

Sixteen years ago on the campus at Madison there appeared a girl with so many assets in regard to appearance that she wowed every man—and many of the coeds—who then attended the University. Bessie had the finest of all the usual trimmings, *plus violet eyes*. Her popularity was so great that the boys had to wait six months for a date. But once they had it, they never came back; Bessie, poor girl, was an absolute blank under her dazzling violet-eyed appearance. In personality she rated about the same as a deaf mute.

With this brief introduction of Bessie, *Reflections* now attempts to use her in a digression of, believe it or not, house magazines, which have become a 50 million dollar business in this country. Bessie of the campus scored 100 in appearance, zero in personality. She attracted, but she failed to hold. A good company publication can and must do both.

Take appearance: the first thing people saw on Bessie was her hat. Lilly Daché or John Frederics or whatever it was, her hat gave her immediate acceptance. Hats of house magazines, to begin an analogy, are the *envelopes*. They can be brutally drab, in somber black with no design whatsoever, or they can be refreshingly attractive, with a design tastefully appropriate to the magazine inside. Envelopes are so important in making first impressions that many a superior magazine inside goes unread and unwanted, because of failure to provide the right "hat."

Bessie's next asset was her gorgeous face (including the violet eyes—no kidding). The face of the house magazine, naturally, is the *cover*. Even with a limited budget, covers can entice readers. Illustrations of the leading article have proved popular. Unrelated subjects in a series, when handled in a continuity of modern design, are doing an especially fine job today. Whatever the subject of the cover, when handled carefully and well, it can immediately step up the appeal, making the issue stand out above run-of-

the-mine seasonal or holiday covers handled in an average way.

Third in Bessie's appearance was her complexion . . . so fresh and incredibly natural that the coeds used to spy on the girl to get her secret. In a company publication, complexion is *color*; it can make the difference between mediocrity and superiority. It is not a question of expense alone; there are even some mimeographed magazines that have plenty of color; and there are some jobs printed in one color black that have a world of "color" through the use of screens to make arresting grays and the use of unusual artwork to provide additional contrast. If color printing can be used, the greatest single contribution possible is the competent selection of "off-shades" of standard colors. Such inks cost but a few cents more than the regular reds, blues, or yellows, and they give just the right touch of distinction.

Bessie had one further point in her favor, regarding appearance: her rear view—meaning, of course, the trim condition of her heels, and the ruler-straight seams of her hose. *Back pages*, the rear views of publications, too often get back-door treatment: continuations of inside articles, ad reprints that are meaningless to employees, weak features, etc. The best of the house magazines that parade across *Reflections'* desk each month use the back covers wisely and well—obviously pre-planned rather than prepared ten minutes before deadline. The position is perfect for outstanding regular features, for special messages, or for important editorials.

* * *

So much for fine appearance, which everybody knows makes favorable first impressions, but which doesn't hold readers of house magazines. To continue this little analogy, let's see what assets of a girl's personality (not Bessie's!) apply to company publications:

Voices often are measuring sticks of success. Have you listened to Lynn

Fontanne's recording of "White Cliffs of Dover?" The most interesting subject matter in the world falls flat when delivered in monotones—with the possible exception of Clem McCarthy's classic versions of the Kentucky Derby. On a printed page, the voice is *typography*. Legible, appropriate type can make dull stories more interesting . . . can make good stories sparkle. *Cooper Bold*, for instance, will sell groceries, but it's hardly an asset to a modern magazine.

Second in the personality breakdown is animation. There's a gal named Hutton . . . another named Grable, to illustrate with somewhat exaggerated examples. In the house magazine, animation is *change of pace*. It can be provided by two methods: changing the entire make up of each issue, as done so expertly by Harry Higdson in his justly famed *Phoenix Flame* (Phoenix Metal Cap Company), is one way. (Naturally, the budget for such change of pace must be larger than average . . . but the accomplishments of *The Flame* are far from average—they are extraordinary.) A simpler method to avoid monotony is to vary the succeeding pages: alternate several photos with one large one; use spreads, then single pages; shift from regular type headings to reverses, etc.

Third in this sketch of a winning personality is interest-in-you. (The whole book should show an interest in the reader, of course.) For analogy purposes, *headlines* are selected as the best method of presenting articles in an interesting way. Properly used, they become one of the editor's most adroit tools. Probably a handful of employees would catch the article about safety first which ran under the head

PRESIDENT DOE ANNOUNCES
SEVEN NEW SAFETY RULES

Probably 75% of the readers would get right into the same story properly written and headed

ELMER DOE OFFERS YOU
SEVEN TICKETS TO HEAVEN

(Elmer being the most popular guy in the shop). Headlines are the lures that pull eyes into the text; they are being masterfully handled by many intelligent editors today.

Fourth, humor. The double meaning gag may appeal to a large percentage of readers, who will get at best a small kick out of it. But the rest of the customers are going to be offended . . . and may hold their resentment against the entire magazine. For the small amount of interest gained, there seems too much to lose. Most top grade company publications keep their jokes (if any) clean.

Finally, the matter of sincerity. A likable personality *has* to have it. If the publication represents management's views exclusively, employees are the first to know it . . . the first to resent seeing a masthead which baldly states "of, by, and for our employees." Sincerity in a house magazine is not easily accomplished. It requires honest writing, an honest approach, an honest presentation. And many editors, sandwiched between management and employees, have to use every ounce of tact to keep an even, honest balance.

So there it is. When the company publication scores as high as Bessie of the campus did in appearance, *plus* a 100 in personality, then it is going to be a winner in a field which saw 334 house magazines in 1921, 1,000 in 1941 . . . and which will have an *estimated 6,000 in 1946*. Because of the intelligent and comprehensive employee and customer relations job being done today by editors and their staffs, management has given a green light to its magazine today, knowing that the 50 million dollar industry is going to continue to grow, to the everlasting benefit of both reader and publisher.

Reporter's Note: There's a fresh approach to the sometimes dry subject of how to edit a house magazine. It comes to you through the courtesy of Joe Schoeninger, editor of *Reflections*, house organ of The E. F. Schmidt Company, 3420 W. Capitol Drive, Milwaukee 9, Wisconsin.

REPORT ON RENEWALS

Dear Henry:

Renewals on *Safety Engineering*, our safety monthly, have jumped from 65% to over 80% in recent months. Reason is some fancy copywriting.

Here is the best of the lot for your inspection—"Ideas Are Mushrooms". It's by newcomer Russell Palmer. Mushrooms are paying off around here.

Thought you would like to read it—perhaps review it. This is style mentioned at Chicago.

J. E. Behner, Adv. Mgr.
Alfred M. Best Company
75 Fulton Street
New York 7, N. Y.

Here is copy for the mushroom letter mentioned above:

Dear Sir: *Ideas Are Mushrooms!*

.. Ideas are mushrooms. You can't stamp them out. One safety principle grows in a thousand practical ways. One thought leads to another until the habit of safety creates new standards of efficiency and morale.

Your subscription to *Safety Engineering* has brought these safety principles to you. If you have used one idea from the previous issues then you know that *Safety Engineering* pays for itself!

Since your subscription will expire with the next issue, we are enclosing return order card for your convenience in renewing. Just complete, sign, and mail it to us today and we'll see that your subscription is continued without any interruption.

W. H. Brockhaven
Manager Sales Department
Safety Engineering
75 Fulton Street
New York 7, N. Y.

Reporter's note: The "newcomers" are doing all right.

WHO'S A "LITTLE FELLOW"?

Dear Henry:

Feel as though I know you well enough to call you by your first name in spite of the fact that I have never met you personally,—it's reading your swell publication that makes me feel that way.

Yours is one of the few magazines that I get on Direct Mail and has the distinction of being the only one read from cover to cover.

Noticed recently that you don't mind if a fellow places your name on his mailing list—provided of course he spells your name correctly—so made up a "plate" for you. From now on you will receive samples of our mailings and with Winter at hand should they become too numerous or tiresome, imagine your waste-basket is as close as mine, and the fire may go out occasionally.

We "little fellows" get a kick out of seeing another "little fellow" getting a bouquet occasionally in your mag, because we are quite often of the opinion that if you're not "big time" well, you just don't exist.

During the past five years, Direct Mail helped keep us right out in front at a time when some of our representatives were taken into the services and others left for war plants and those remaining had their calls knocked down to a minimum because of gas and tire rationing.

We're gradually getting back to normal, but we have proved conclusively that "ANYTHING THAT CAN BE SOLD, CAN BE SOLD BY MAIL"—even high priced protection such as issued by the TPU.

William Garden
Membership Promotion Dir.
Teachers Protective Union
Lancaster, Pennsylvania

Thank you for your letter . . . and for putting us on your list. The more the merrier.

But we ought to get a definition of "a little fellow." As I see it, all of us were or are little fellows . . . trying to climb a tree.

Don't worry about "the big time." *The Reporter* is interested in all the "little fellows" doing a big time job, no matter how small that job happens to be.

Your report on what Direct Mail has done for you is interesting. Send us more.

WANTS MORE ANNUAL REPORTS

This is one reader's vote to continue your thumbnail sketches of special and annual reports. Your column is a great help to the Council's Information Department which maintains a collection of outstanding annual reports and booklets put out by civic, health and welfare agencies.

While you're on the subject, I believe you will be interested in the enclosed copy of our latest publication, "Annual Reports—How to Plan and Write Them" by Beatrice K. Tolleris. Originally written for social agencies, this how-to-do-it (issued last June) is being purchased by a heartening number of business firms. Perhaps *The Reporter's* readers would be interested.

Robert Holmes
Business Manager
National Publicity Council
130 East 22nd Street
New York 10, N. Y.

Reporter's note: Glad to let our readers know about your well written 8" x 10", 40 page booklet priced at \$1.00 . . . and worth it.

British Aims And Objects

This reporter always enjoys reading "The Sorting Table"—the official organ of the British Direct Mail Advertising Association. Recent issues have shown that the Association and members are becoming more active. Charles R. Watson, manager for sales promotion of the International Time Recording Co., Ltd., is the new president (or chairman) taking over from E. Symes Bond. Vice Chairman, A. L. Wright, managing director of Brooks Appliance Co., Ltd. Other members of the Board are:

Mr. Bernard F. Arch,
The National Magazine Co., Ltd.
Mr. Max Bemrose,
Bemrose & Son Ltd.
Mr. Hugh Bourne,
Chadwick-Latz Ltd.
Mr. J. H. Brandon,
B and T (Components) Ltd.
Mr. Mark M. Cansick,
Specialloid Ltd.
Mr. J. W. W. Cassels,
Moss Bros. & Co. Ltd.
Mr. P. R. Chappell,
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Samuel Jones & Co. Ltd.
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Glovers Advertising
Mr. C. N. I. Harris,
Gestetner Ltd.
Mr. A. D. Johnson,
India Sales & Publications Ltd.
Mr. A. Edward Jones,
Gee & Watson Ltd.

Mr. John Moores,
Littlewoods Mail Order Stores Ltd.
Miss K. M. Murphy
Linguaphone Institute Ltd.
Mr. Martin H. Perry,
Marketing Consultants Ltd.
Mr. J. W. Sansom,
Hector Powe Ltd.

In the October, 1946 issue, the editor printed the fourteen aims and objects of the Association. They are worth reading. Our own D.M.A.A. has about the same points . . . but sometimes some of them are forgotten in the rush.

Revised January 1944

1. To make the Association fully representative of the firms, organizations or individuals who use Direct Mail Advertising, either in bulk or in their everyday business transactions.
2. To impress upon Government Departments the value to the Nation of Direct Mail Advertising, to maintain their goodwill, and obtain concessions, particularly from the Post Office, which derives a great deal of revenue from Direct Mail Advertising. Notably at the present time to press for relief from or modifications of war-time restrictions such as imposed by Paper Control.
3. To promote public interest in Direct Mail Advertising, emphasising its importance in the economic life of the country, and to inspire confidence in a high standard of service by members of this Association.
4. To consider and encourage the establishment of high standards of quality in all services connected with Direct Mail Advertising.

5. As far as is possible, to ensure that information concerning reliable mailing lists is available to members.
6. To maintain a reference library of literature on Direct Mail Advertising and related subjects.
7. To promote the formation of sectional groups of users or producers to consider their own particular problems and to use the Association for the attainment of their objectives.
8. To promote the interchange of ideas and the exchange of specimens of Direct Mail Advertising, and to maintain a committee of specialists to supply friendly criticism and advice.
9. To investigate undesirable features or practices by users or producers of Direct Mail Advertising and confidentially to circulate information to members.
10. To hold Luncheon or other Meetings to discuss subjects of interest to members.
11. To co-operate or affiliate with such allied trade associations or chambers of commerce and similar bodies as may be deemed desirable or expedient by the Council.
12. To maintain good relations with the Press, particularly in the interests of members who use both forms of advertising.
13. To extend the circulation and usefulness of the official organ of the Association, "The Sorting Table," as much as possible, and to issue such other publications as the Council may decide in furtherance of the interests of the Association.
14. Generally to protect and promote the interests of all users of Direct Mail Advertising.

MORE ABOUT THE CHURCH LETTER BUSINESS

(A carbon copy received by
The Reporter)

Mr. Franklin C. Hollister,
Franklin C. Hollister Company,
538 West Roscoe Street,
Chicago, Illinois.

Dear Mr. Hollister:

Thank you for your letter about church letters in the August issue of *The Reporter*.

Naturally, Mr. Dowd and I greatly appreciate your interest and your response because we feel the same way about Direct Mail and churches that you do.

You would have heard from me a long time ago but we were *swamped* with requests! Mr. Hoke would be very pleased with himself if he could see how many people really read his magazine because the number who are interested in church Direct Mail as compared with commercial use must be a very small proportion.

I was obliged to ask the office to mimeograph them for me, it was out of the question for me to type them. And they happened to come in right in the middle of our big fall contest and the office staff was swamped with contest bulletins, etc. Maybe you can figure my delay in the interests of good results and good business as the Agency made almost 4 times our

quota and I made 161% of mine. So we are all very happy about the whole thing and I hasten to send you the letters just as soon as the office could do them for me.

If you are able to use any of these ideas or any similar, we would of course be likewise interested in your experience.

Sincerely yours,

Corinne Breeding
Pacific Mutual Life Ins. Co.
1706 Apco Tower
Oklahoma City 2, Okla.

Reporter's Note: Prospective advertisers in *The Reporter* please note paragraph Three of above letter.

PROGRESS REPORT

THE REPORTER campaign against the misuse of the franking privilege seems to be getting a small measure of results . . . even though we have not been successful in having new regulations adopted by Congress.

James M. Mead, in the New York campaign, used his franked envelopes to write to committeemen and the voters, but at the bottom lefthand corner of each envelope he placed a brand new 3c stamp. We took the trouble to check up on a number of recipients to see if an exception had been made in our individual case. But all recipients we checked remembered that their envelopes carried a 3c stamp in addition to the frank. We wonder if other candidates were as honest and as particular with their franking privilege. If any of you have any reports, with actual specimens, send them in . . . whether the candidates lost or won.

OH MY! OH MY!

The Office of Domestic Commerce, Marketing Division of the U. S. Department of Commerce, has just released a 16 page, 8" x 10½" planographed bulletin entitled "Mail Order Business" with a subhead "Basic Information Sources." It lists the books, pamphlets, courses, magazines, associations and other facilities available to those wanting to enter the mail order business. Some worthwhile information is included, but the pamphlet's weakness lies in the fact that the listing of sources includes some of the crackpot syndicated mail order sheets which have been the target for attack by *this reporter* for many years. For instance, one of the notorious mail order publications which has been responsible for selling mail order rackets to discharged veterans, was listed among the information sources. That publication carries glowing advertisements offering formulas for successful mail order operation . . . but when checked, the promoters of those formulas were found to be fellows who can't even sell their own services by mail. In two recent instances, *this reporter* was asked by the "authors" of pamphlets on "mail order success" to help the authors dispose of the pamphlets successfully by mail. The Department of Commerce is not entirely to blame.

Their Inquiry Reference Service simply listed the published information on the subject of mail order without taking the trouble to determine whether that information was worth-while. In fact, a final note in this Government release relieves the Department of Commerce of all responsibility for the completeness of the list or for the accuracy of the statements in non-Government publications.

OCCUPATIONAL BRIEF ON DIRECT MAIL

Science Research Associates, 228 South Wabash Avenue, Chicago 4, Illinois, have just released a 4 page Occupational Brief (No. 159) on Direct Mail Advertising Workers.

It's part of a wide program to furnish helpful information on America's major job fields.

This latest report gives specific information on number of workers, duties, requirements, earnings and opportunities in the field of Direct Mail and gives selected reference books.

We, of course, were glad to see Harrie Bell's "Getting the Right Start in Direct Advertising" and "Dogs That Climb Trees" included in the reference sources.

Those interested in obtaining copies should write to Alice Frankel, Managing Editor of Occupational Briefs at the address above.

ANYONE INTERESTED IN BELGIUM MARKETS?

DMAA member F. Hourez, Dir. General, Denis Bodden & Dechy Reunis, 67, Rue du Lombard, Brussels, sends us a copy of his book "Traite' de Publicite." It's a "text-book" (in French) on the use of Direct Mail on the continent. Has been praised highly by the British DMAA.

F. Hourez also tells us about a new book "Le Marché Belge et sa capacité d'Achat" just off the press. 150 pages, 9" x 12". Maps, statistical tables, etc. give a complete picture of the possibilities offered by the Belgium Market.

WHAT'S THE LIFE OF AN INSURANCE POLICY?

10 years? . . . 20 years? . . . a lifetime?
And the paper must be as white . . . the printing as legible as the day it was issued. Ask your printer how you can be sure of this kind of permanency for every type of document. Paper is his business—he knows it intimately. As an expert he will almost certainly call your attention to



**Rising
Parchment**



business—he knows it intimately. As an expert he will almost certainly call your attention to

- ✓ 100% rag ✓ Super Opaque ✓ 4 weights
- ✓ Distinctive unglazed parchment finish

When you want to **KNOW** . . . go to an expert!

Rising Papers

Ask your printer . . . he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.

Notes from a Mail Selling Scrapbook

By: JAMES M. MOSELY



How to pull Direct Mail selling costs down and results up for the New Year occupy more thought than ever as programs and budgets are being prepared to go out and do a heavy selling job.

Some mailers find costs up 50% over prewar with few signs of immediate reduction. Therefore, small savings and corner cuttings have right of way over the big-scale savings which will be made when supply of Direct Mail materials outruns demand (not in sight yet).

The "Get it out and the cost be damned" attitude is starting to change, with more advance estimates required on what all the steps in the mailing program will total, scrutinized more closely by the "big boss."

Mail order men are making a special effort to make the advertising dollar go further and bring back a better result to offset a trend to fewer orders per thousand.

Some mailers are trying out one or more of these ideas:

Elimination of any enclosures which can be skipped.

Making the most of the full postal weight permitted, with extra inserts on extra items for extra sales riding along at little more than printing cost.

Bargaining for special rates in return for large volume.

Full use of postal cards, with one-third of front put to work, often as order form. A postal or card mailing is being used in between larger ones for reminder or teaser purposes, with copy and layout as carefully prepared as for more expensive piece.

Extra color is being eliminated in some cases.

Colored stock with black printing is giving an extra color effect without full extra color cost. On a series mailing, colors of stock can be varied often for more punch.

Campaigns are being planned further ahead and more completely so that less overtime will be called for and runs can be "ganged up" more.

Letterheads, forms of all kinds, are being reviewed to be "refreshed" and made more modern. Once the basic art is done, it costs no more to process good copy and layouts than bad.

White space is being put to work to advantage to prevent its waste.

The elements in a proposed campaign are being tested more carefully to get some of the answers before the big campaign moves out.

Lists are being gone over by top executives to prune deadwood and obvious errors. Zone numbers are being obtained. The recipient of Direct Mail is proving understanding and co-operative in helping correct lists.

All past results, good and bad, are being gone over minutely to sift the more promising for use or adaptation.

Result records and scrapbooks are being kept more thoroughly.

Most Direct Mail executives could trim 10% in wastes of one kind or another on Direct Mail campaigns, in these and many other ways, without ever feeling it, even under present production and transportation hurdles.

Bold and fresh new emotional appeals are jolting results upward for new mail sellers.

Many a long-established one will have to throw his time-tested approaches overboard and start fresh soon to dodge the doldrums.

The farm and small town trade continue to find interest and confidence in photographs, as natural and "unstaged" as possible of the owners of the business which will serve it.

Good example from mail of the other day:

Letterhead with photo of H. S. and H. Lyle Mosher studying records for producing baby chicks on champion bloodlines. This is tied in with photo at left bottom of a flock of Mosher genetically bred leghorns.

What to do when the customer does not average enough to use up your product quickly:

1. Add other items which normally should hit him where he lives.
2. Mail to him less often on your present product to get a larger result when you do mail.
3. Sell him coupons which can be redeemed later when he's ready, (but with definite time limit).

Robert Collier wrote recently to a list owner to compliment him on a large mailing producing customers on same basis as test.

The list owner commented:

"Since I experienced a good many disappointments myself from failures in use of lists, I long ago adopted the policy of using inferior, rather than superior, names for all tests on our lists."

Some outside list owners prefer to clean their own lists with mailings under Sec. 3547 rather than to have mailers do so. But most list owners give a 1½c refund on undeliverables (if there are more than 100 on a mailing).

Several mail order Direct Mail sellers have suggested it would be a great convenience for list owners to keep all envelopes addressed in geographic order by city and state to save sorting later.

A good idea but a difficult one where a list is being worked on for addressing by a number of office gals at the same time.

News-slants of month:

That catalog of Lionel trains printed in a national magazine and then reprinted for distribution. Why couldn't more catalogs be planned so later they could fit reprint in trade and general publications?

Will Direct Mail executives be required to take a course in speech in the future to dictate directly and effectively letter-records which will be mailed and transcribed on the other end? Stranger inventions have changed our American way!

New mail order service: Letter reminders of coming dates, 15 a year for \$3.

Sale of pears has risen from about 10,000 bushels a year in 1906-10 to just under 30,000 bushels a year more recently. Mail order to consumer has done its part.

A bit of Scotch tape in a mailing is being suggested to anchor coins to go through the mail.

Natural cedar log made perfect box setting for pheasants by mail.

It was a great Christmas on luxuries and gadgets, but the large and immediate after-Christmas retail closeout sales indicate no time is being lost in shaking down to larger values for the money. Direct Mail soon will reflect this.

And now—a cactus garden by mail. Photo shows picture of colorful garden for \$1.98 with summary of value, boxed, money back guarantee, extra plants if order is sent within 10 days, easy-use order coupon, testimonials on back of sheet and build-up of romantic background (always good on specialties by mail).

The book publishers who put an opinion card in books by mail or through stores are ahead of most Direct Mail sellers. Costs little, gives clue to much, supplies valuable consumer names.

Harry and David, Bear Creek Orchards, Medford (Ore.) go a bit further in enclosing an artistic card, ready to be stamped, to be sent by recipient to giver of a box of pears to say "Thank you." Extra touch which can make mail merchandising distinguished.

Aftermath of Republican landslide:

Letter to victors all over country from Washington speech and ghost writing bureau to compliment on accomplishment and to offer services by mail on preparing speeches and home state publicity.

What do people want all over the world? What motivations will make them act?

Nearly half of all men and a third of women in France voted under the French Institute of Public Opinion, that their happiness would depend on economic security. They valued this twice as much as health, three and a half times as much as world peace, three times as much as having a happy family and 14 times as much as love. Only 8% considered themselves very happy, business and professional men were happier than workers. About half of business and professional men consider themselves only moderately happy, only 39% of the workers. Some 47% of the men and 38% of

the women voted for money (enough to live on as basic).

Although the rebuilding from a great war naturally colors European views, I wonder how far these motivations might be in similar proportions among many Americans of the mass public who read so much Direct Mail.

FLYING TIME READING

Dear Henry:

Just a note to compliment you on the caliber of the last *Reporter*. Frankly I think it is improving, and coming home on the plane from the Chicago convention we spent most of our five hours flying time reading and discussing the September issue. If you'll just keep up the good work, it will be a lot of help to us.

It was mighty nice seeing you in Chicago and we'll be looking forward to another good get-together next fall, unless you and Lucille get south this winter, in which case be sure and stop by and see us.

Ralph P. Thompson,
Perrin & Thompson, Inc.
Winter Haven, Florida

Reporter's Note: We hope, we hope, we hope.

Seller's THE HOLIDAY IS OVER!

It's a new year . . . and a new market.

The period of indiscriminate buying is over.

Now, your advertising must pack real sales punch
to convince the increasingly cautious buyer . . .
to produce the **RESULTS** you want.

Now, more than ever, your advertising must **SELL!**

Since 1892—whatever the market conditions—
Ahrend has produced **RESULTFUL** Direct Advertising.

Let our staff of experts plan and produce
your 1947 Direct Advertising. It's
the direct way, the economical way
to **BETTER RESULTS.**

Write or 'phone MU 4-3411 TODAY

21
NATIONAL
AWARDS
within the
Past 4 Years

D. H. AHREND COMPANY

Creative Direct Advertising

333 EAST 44th STREET • NEW YORK 17, N. Y. • MURRAY HILL 4-3411

ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising
as Seen by George Kinter*

Dear Henry:

About the time you receive this—possibly a little later—I will be having a session in the hospital. My medical adviser feels sure that I will breathe easier if I have an operation on my nose. He may have something there, but my fear is that the operation might also increase my sense of smell, and gawd knows, if the stink that comes over the radio, through newspapers, magazine and the mail smell any nearer to high heaven than it has in the past, I'll rue the day I agreed to the operation.

The stink in much of the advertising that comes over the radio offends many people whose sense of smell is not even as keen as I have through one side of my nose. A good percentage of these people who have been polled, have complained about it, but it seems that advertisers are interested only in the percentage that cannot tell the difference between the odor of a skunk and the perfume of a rose.

While there is much being said and written on the matter of deodorizing some of the advertising, little has been done about it. Board Chairman of Columbia Broadcasting System, William S. Paley, has been doing a bit of talking on the subject, and he has admitted that the complaints of the minority of radio listeners should be considered, but as yet, nothing has been done to wipe out the cause for complaints.

From survey reports I have read and comments of people with whom I come in contact, I am inclined to believe that most of the complaints are not against programing. The average listener who doesn't like a program simply turns to something else and forgets about the program he doesn't like. The complaints are largely against the "stinking" advertising that must be endured in order to hear programs the listener wants to hear.

I don't think anyone ever bought a radio for the express purpose of listening to advertising. I doubt if anyone has ever tuned in a station to hear some particular commercial. People buy radios for the news, information and entertainment they bring them, just as they buy newspapers and magazines for that purpose, but in the case of radio the bombastic ballyhoo of the advertisers accompanied by nerve-wracking sound effects and inane singing commercials take all the enjoyment out of what they have tuned in to hear.

Mr. Paley and others who speak for radio stress the fact that the public should

have what it wants in radio. Polls are constantly being made to learn what the public wants in the way of news, information and entertainment, but little effort has been made to learn what the public wants in advertising. What it should have is left entirely to advertisers who are more interested in immediate profits than in the future of both radio and lasting goodwill toward advertising.

Not all radio advertising is bad. Some of it, in fact, is better than the entertainment it sponsors. But the bad is making it tougher and tougher for the good by increasing that minority that Mr. Paley wisely thinks should be considered.

* * * *

But radio advertising is not the only advertising with a stink that nauseates people with even less sense of smell than I have.

However, smells affect different people in different ways. Some people are allergic to perfumes that delight the nostrils of others.

To me, undraped females in advertising have always been nauseating, but to those whose minds run in gutters as well as the arty class of the intelligentsia, they provide a real thrill. Possibly I shouldn't bring this subject up in your own magazine, Henry, remembering, as I do, the cracks you have taken at me for criticizing the use of naked females in advertising and that you once had your magazine barred from the mail for showing such use, but I just wanted to call your attention to the fact that even *Tide* is a bit "disturbed" by the campaign of the cosmetic House of Orloff, "less presumptuously known as the Jean Vivaudon Co., in glamorizing the daily bath with a nude lady (?) lying belly-up in a glass-enclosed tub, teasingly concealed by foamy suds and a big ribbon bow." *Tide* admits that it is "undoubtedly a tempting dish," but its "disturbance" is over the interpretation that might be given the caption which read: "Give Her an Adventure in Luxury."

* * * *

Hold it a minute, Henry, I hear the mailman's whistle. Maybe he will bring me something more to talk about.

* * * *

Well, Henry, it has been nice knowing you. I've really enjoyed working with you the past few years, but I feel that we have now come to the parting of our ways. I have been brought to realize that there is no future in the work I

have been doing. It is not building security for my declining years. The mailman who just interrupted my talk with you brought me a message that has changed my entire outlook on life. It has made me realize how futile it is to kick against the pricks that annoy those who *unscientifically* travel life's highway.

This message the mailman handed me tells of "A New Scientific Revelation, 'Mastery of People,'" and it assures me that "All Tracks Lead Toward the Making of Big Money by the Man or Woman Who Knows This Science."

The message came from Balasty Science Company, 3953 Campbell Avenue, Chicago 32, Ill., and proof that this company is really scientific lies in a list of questions it has compiled that could not possibly get any other answer than "Natch."

Here are a few of the questions:

DO YOU WANT

- to increase your personal income many times over,
- to become financially independent in a few years,
- to own a beautiful home and enjoy the good things of life,
- to cultivate the mental capacity that produces success from each of your efforts,
- to discover your own money-making opportunities—create as many as you wish instead of waiting a long time for one to knock at your door, and with the big chance that it will never knock in your whole lifetime,
- to prove to the world that you are by far the smartest person in any organization you may join,
- to have people look up to you,
- to climb rapidly to the top by showing any firm owners that you know how to improve their business profits and speed up its progress,
- to develop a magnetic, dynamic and a winning personality of distinction that will
 - open the way to the best circles
 - thrill people by the way you look, talk and act,
 - compel the admiration of your business and social associates,
- to attract, win and hold worthwhile friendships,
- to understand the sources from which thoughts come into the human mind,
- to master your own thinking in a manner that will enable you to solve any business, financial or social problems that may come your way at any time, by first solving each problem through the process of thinking,
- to read the thoughts of people from certain expressions with unmistakable and infallible certainty,

—to be able to anticipate in advance the thoughts and reactions of people with whom you are required to deal on any subject?

The Balasty Science Company then assures me and other *intelligent* persons to whom its message is sent, that all of these wants will be satisfied by subscribing to four easy lessons in the "Mastery of People." And, believe it or not, the price of the four lessons is only \$36.00.

Think of it, Henry, to learn the "Mastery of People" and become a John Lewis or a Joe Stalin and loll in the lap of luxury at a cost of only \$36.00.

The Science Company points out that should I not aspire to attain full "Mastery of People" I can obtain single lessons at \$10.00 per lesson—taking my choice of "Scientific Living," "Mastery of the Mind," "Understanding of People," or "Successful Selling."

The message carries a list of graduates from the Balasty School of Science. These graduates are not named, but among them is the President of a Transportation Company, an Owner of a large Commercial Bakery, the President of a Public Utilities Company, the President of a Cartage Company and the President of a Publishing Firm.

It strikes me that keeping the names of these graduates secret reflects the scientificness of the school. If the names were made public the "People" would know who were their "masters" and a revolution might result. As it is, the "People" are kept guessing and in that condition they are easier mastered.

Knowing you as I do, Henry, I can sense a lip curl when you read this, and while I know that you wouldn't say anything that would hurt my feelings, there will be, undoubtedly, in the back of your mind, the thought that this is a racket.

But how could it be, Henry, when we have a Federal Trade Commission that clamps down on "all" false and misleading claims in advertising; when we have a setup of Better Business Bureaus that ferrets out all fraudulent schemes and rackets and a Post Office Department that doesn't allow the mails to be used to defraud the public? I am convinced, Henry, that this is not a racket. I sense in it a "Scientific Revelation" that will equal or surpass that of the split atom, and I want to be among those who will benefit from it.

When I get my four lessons on "Mastery of People" which "any intelligent person can learn with great speed," I know it will not be long until all my wants will be satisfied and all the long hours I have toiled at the typewriter fighting a losing battle for the "People" will be forgotten—I will be one of their masters. I will "multiply sincere friends by the hundreds, reel quickly any would-be enemies and find great enjoyment and satisfaction in my daily living." I will have the "ability to look through the character, personality, integrity and mental capacity of every person with whom I

THE REPORTER



"Mr. Willoughby, I've been with this firm twenty years, never asked for anything..."



unless it helped the business... we worked short handed through all the war years...



haven't enough experienced people now... and I absolutely refuse to be put off



any longer! Goldarn it, Mr. Willoughby, either I get a Postage Meter—or else!"



Right turn, too—

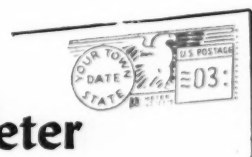
because there's too much to do these days without watching stamps, counting stamps, sticking stamps! You're through with adhesive stamps forever when you have a Postage Meter... which *prints* directly on the envelope, any amount of postage, as needed, for any kind of mail... prints the postmark and a small advertisement (optional) as well... seals the envelope *at the same time*, makes mailing easy and quick! Your postage is automatically accounted for, always protected from loss, theft, misuse. And your mail moves faster through the postoffice when it's metered!

One letter a day or thousands, there's a Postage Meter for every office, large or small... Call the nearest Pitney-Bowes office for details. Or write for illustrated booklet!



PITNEY-BOWES Postage Meter

PITNEY-BOWES INC., 2008 Pacific St., Stamford, Conn.
Originators of Metered Mail. Largest makers of postage meters
Offices in 59 principal cities of the United States and Canada



If It's 'Saleable,' Our Lists Of Guaranteed Accuracy Will HELP YOU SELL IT

5,000,000 Protestant, Catholic, Jewish Names.

EXECUTIVES, INDUSTRY, Railroads, Public Utilities, Merchandising, Purchasing Agents, Comptrollers, Treasurers.

HIGH SALARIED women executives and owners of business.

Owners of Estates and fine Homes.

CHURCH SOCIETIES, for sale of merchandise. Children of wealthy parents—and others in middle financial brackets.

SUBURBAN RESIDENTS, All States.

MEMBERS OF WOMEN'S CLUBS AND GARDEN CLUBS.

SPECIAL—High grade list members of Golf, Polo and Hunting Clubs, Masonic, K. of P., K. of C., I.O.O.F., etc., Funeral Directors, Lawyers, Bankers, Architects, Engineers, Physicians, Dentists, Pastors, all denominations.

Business and Professional Women, Teachers, Secretaries, etc. Home Makers—New Mothers.

All types of Trade lists.

We Cover Every State or Those You Prefer Send Your Envelopes to Us for Addressing.

LIST OWNERS

We are in the market for Rental use **PRODUCTIVE** lists, recently "cleaned"—may we send customer orders for addressing? Please give full description, rates, etc.

ASSOCIATED PUBLICITY SERVICE

203-205 Sperry Bldg. PORT HURON, MICH. 8663

HOWARD PHOTOS SELL YOUR PRODUCTS

Commercial - Industrial - Theatrical. Postcards 2c; blow-ups on heavy board special 20x30 \$2; 30x40 \$3. Your products pictured differently from \$4.50. 24-HOUR SERVICE. Free Sample Kit.

HOWARD PHOTO SERVICE — Dept. R
168 W. 46th St., New York 19, N. Y. BR-9-2490
Serving Customers Coast to Coast

SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEdallion 3-0813

come in contact, in the same manner as if I X-rayed their various faculties." I will be "able to master any person, regardless of his or her financial or social standing, in about the same way I can master a child of three years."

That last statement is the only one in the message that caused any pause for reflection. Since I have never tried mastering a child of three, I don't know just how easy or how difficult it might be. However, I feel reasonably sure that the lessons will be broad enough to take care of that little detail and get me started in the "Mastery" business, which will eventually lead to wealth. With this goal in sight, I will undoubtedly find more food for thought in the campaign of the two Milwaukee boys who are waging a campaign to "Protect Your Right to Get Rich."

In the meantime, Henry, until you get an invitation to join me at my hunting lodge, a spot of tea at my Fifth Avenue mansion or a bit of sailing in my yacht off the coast of Florida, I will continue at my old job of throwing out hints to the FTC and the BBB, that they are indulging in too much shut-eye.

GEORGE KINTER.

A FINE IDEA

The following multigraphed filled-in letter was recently received by *The Reporter* on the letterhead of Eastern Corporation, Bangor, Maine.

Dear Mr. Strutzenberg:

You have recently taken the trouble to prepare carefully considered messages about your services.

These you had addressed to "Eastern Corporation, Bangor, Maine". These eventually wind up on my desk, sometimes days later, as it is felt that this is the department directly concerned with benefits that your services might afford. You are cordially invited to address future mailings to:

Mr. Monroe W. Gill,
Advertising Manager,
Eastern Corporation,
Bangor, Maine

Inasmuch as we, too, have a mailing list of considerable size we are well aware of the added value of correctly addressed communications. We assure you that we not only have no "File 13", but welcome the opportunity to study your messages, for many of our interests are common to us both.

I am enclosing a monthly calendar for your desk and trust it may be a pleasant reminder of Eastern's "ATLANTIC BOND" and other Fine Business Papers produced at our mills, as well as of our Paper Merchants listed on the other side.

This letter is written because we would appreciate similar courtesy were we in your position.

Very sincerely yours,
Eastern Corporation,
Monroe W. Gill, Adv. Mgr.

Reporter's Note: If the Direct Mail fraternity had more guys like the thoughtful, courteous Monroe Gill . . . mailing list headaches wouldn't require so many aspirins.

TRAINING SECRETARIES

We recently received a new edition from London of Martin Perry's praiseworthy "So—You Want to Become a Private Secretary." We were showing our copy to Leonard Raymond during his visit to our office and he reminded us of the secretary's manual issued by the Dictaphone Corporation (420 Lexington Ave., New York 17, N. Y.). Now that we have a copy . . . it should be praised, too.

It is a simple little volume measuring 4 1/4" x 9", with 60 pages and cover. Titled: Letter Perfect—the Secretary's "Steady." It carries a light touch . . . with plenty of cartoons. It doesn't go into as many intricate details as Martin Perry's textbook, but it should be a desk drawer companion to secretaries everywhere. If your secretary doesn't have a copy you better write for it.

PIONEER • MOSS

PHOTO - ENGRAVERS SINCE 1872

460 W. 34TH ST., N. Y. C.

MEDALLION 3-0440





"Dear Lucid: May we call your attention to our latest three-speed's-forward, 'JET-PRO' Wheel Chairs?"

Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND)

80 Broad Street Boston 10, Mass.

MAKE 1947 a BETTER YEAR for YOU . . . in MORE DOLLARS in YOUR POCKET!

Substantial MOSELY CHECKS can lift your net profits, help keep down operating costs—give YOU more money to work with!

The war "honeymoon" is about over! Now you'll be needing to make the most of your assets.

All you need to do is to address to your lists of mail order buyers, inquirers or other prospects for a few high grade MOSELY Mass Mailer Clients each year. You have the lists, anyway; MOSELY will help you realize top extra dollars from them

Write all about them to Dept. R-12

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

MOSELY sends the CHECKS!

FORETELLS THE FUTURE

Herewith 25c for a copy of the Gadget or Novelty number of D.M.A. Reporter issued in 1941—

Your September (1946, that is) issue is excellent; I am elated to see this fine postwar improvement.

I regarded your predecessor publications, Postage, and Mailbag, under the editorship of William Feather, Tim Thrift, and John Howie Wright, as most interesting, informative and instructive.

And prior to the war the D.M.A. Reporter was, of course, superior to the wartime issues. However, during the past few months I have been seeing some good articles on Direct Mail Advertising in other journals and have felt it was a shame they did not appear in the publication devoted exclusively to that field and which is the progressive, foremost exponent of that phase of advertising. (Also disappointed to see D.M.A. Reporter listed in Ayers Directory under Mail Order rather than Direct Mail Advertising magazines.)

Your splendid September issue undoubtedly foretells of the excellent numbers to come in the future.

Ted Staats
The Staats Bureau of
Advertising
2141 Thirty-Sixth Street
Sacramento 17, California

ABOUT OUR FORMAT

David Klein of the Academy of Advanced Traffic, 299 Broadway, New York 7, N. Y. . . . in writing to us about his efforts to clean up his mailing lists inserted this final remark.

Still enjoy the *Reporter* and use it well . . . but still prefer the old single-column-on-the-side layout. What is a layout if it's not functional? The old arrangement guided the eye well to notes and incidentals, kept the main two columns clear for heavier stuff. Give it a thought.

What do other readers think?

After a number of years, carrying our main features in a wide column with current news notes in a smaller column alongside . . . we finally gave it up because readers complained that the format was confusing.

We hear that our old friend, Leo P. Bott, Jr., after working for various agencies during the past ten years, has hung up his own shingle again at 64 East Jackson Boulevard, Chicago 4, Illinois, where he'll specialize in his own brand of stunts by mail.

Dear Mailer:

Would you like to duplicate the experience of the mailer who wrote:

Dear Walter:

We should like to express our appreciation.

It is always difficult to obtain precise knowledge about the manner of compilation and performance record of suggested lists. Your attention to this point has been particularly helpful.

In addition, you will like to know that we have been doing quite well on some of your recent recommendations and so, we feel that you have been "doing right by our Nell."

(Name on Request)

Which Client?

WAS IT—Doubleday, Epicure Club, Omnibook, Wall St. Journal, Series Publishers, United States News, New Republic, Harpers, Standard & Poors, or Wally Frank?

WALTER DREY LIST BROKER

34 East 40th St. • New York 16, N. Y.
Murray Hill 3-0642

No. 2 of a Series

PUZZLED?

If you want to pep up your house-organ, circulars or direct mail campaign, use our

SPECIAL

CROSS WORD PUZZLES

Each one "made to order," featuring your brand name, trade-mark, slogan or pet advertising phrase, as part of the puzzle. Available in booklets or on individual cards.

Samples on request

EUGENE L. ACH

1718 First National Bank Bldg.,
Cincinnati 2, Ohio

MAILING LISTS?



DIAL DUNHILL!

Whom do you want to reach?
Where? How many? Dial Dunhill.
Get the exact list you need promptly.

INDUSTRIAL and FINANCIAL

- Executives
- Treasurers
- Controllers
- Purchasing Agents
- Engineers
- Employees

Discharged Servicemen Consumers

- Housewives
- Civil Service People
- Club Members
- Association Members
- Farm Families

Public Officials

- City, State, Federal

DUNHILL LIST CO., INC.

565 FIFTH AVE., NEW YORK 17
PLaza 3-0833

EYE-CATCHERS



NEW PROOF-BOOK JUST OUT

100 SALES PROMOTION PHOTOS
FOR ADVERTISING MEN

CLIP COUPON TO LETTERHEAD AND MAIL

FREE! ... mail this now!

EYE-CATCHERS, Inc. 10 1/2 E. 38th St., N.Y. 16
Please send FREE proofbook referred to
in ad. No obligations.

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BE SURE TO READ THIS:

Why So Much Mediocre Direct Mail

In spite of the good work of the Direct Mail Advertising Association, hundreds of articles in business magazines and unselfish work by many leaders in the Direct Mail advertising business, there is still an enormous amount of Direct Mail sent out that hasn't a chance to succeed for the simple reason that it was prepared by amateurs, or by men who have no idea of what constitutes good practice in Direct Mail selling. We have two large letter files full of Direct Mail effort which has been collected in the past two months. About three-fourths of it bears unmistakable evidence that it was prepared with little thought, without help from experienced or skilled Direct Mail men, that there was no plan behind the mailing, and no care in preparing the mailing list.

When we see the wonderful results being obtained by people who know how to use Direct Mail, it seems tragic that such a high percentage of Direct Mail is prepared by inexperienced hands. The average advertiser would not think of spending a great deal of money in magazines or newspapers without help from a good

agency; nor would he dare to use a poster or a window display which he himself designed. Yet any number of sales executives will rush out a Direct Mail or letter campaign, giving it little more thought than they would to dictating a routine letter.

Perhaps the great pulling power of Direct Mail is its own worst enemy. Even a poor Direct Mail campaign will bring some results. That's why so much mediocre Direct Mail is used. But when it has been demonstrated time and again that skilled preparation will vastly increase the pulling power of Direct Mail, and when we know that there are men in every town in the country who are skilled in Direct Mail work, there is no excuse for sending out mediocre Direct Mail.

Reporter's Note: The above *TIMELY* article appeared in the October, 1928 issue of *Sales Management* and was reprinted in December, 1928 issue of *Postage and the Mailbag* . . . through which we were browsing during our monthly editorial stint. Eighteen years old . . . but could have been written today. We'll investigate some more of the old issues once in a while.

GETTING THE RECORD STRAIGHT

There has been considerable innocuous controversy lately about the early history of Direct Mail. It won't help the present "situation" a bit, but we may as well set the record straight.

A recent letter from Bill Feather puts us straight on the history of the Direct Mail magazines. *Postage* was started in January, 1916—the official magazine of the Direct Mail Advertising Association. It was first edited by Louis Victor Eyttinge from his quarters in Arizona State Prison but was then taken over by Lewis R. Hovey of Haverhill, Mass., who sold it to John Howie Wright in June, 1919.

The Mailbag, according to the records, was started in April, 1916 by Tim Thrift, who was editor and

publisher. Tim sold *The Mailbag* in 1923 to William Feather of Cleveland, who immediately hired Louis Balsam as editor. He was succeeded after about a year by Walter Emerson, who was then succeeded by Leonard W. Smith of Cleveland, who became part owner. Smith continued as editor until he and Bill Feather sold *The Mailbag* to John Howie Wright in September, 1927. (Bill says he never wrote for *The Mailbag*.)

Postage and The Mailbag discontinued publication in November, 1937 and was succeeded by *The Reporter of Direct Mail Advertising*, which started in April, 1938 with part of the P&M staff.

Direct Mail has had its ups and downs through the years, but during only four months since the medium was actually organized has the field been without a "trade magazine."

Here is **THE LIST** you need **NOW** !

Again and again those who use our list tell us they get **BETTER RESULTS**.

Luxury products, exclusive shops, financial and news services, book and magazine publishers, money-raising campaigns . . .

TEST IT NOW . . .

34,000 Men and Women
—the Cream of New England's
Mail Responsive People

Carefully selected, kept accurate by daily attention,—effectiveness is doubly assured by cooperative scheduling.

Your empty envelopes addressed at \$12.50 per M and returned promptly. A test of 2,000 will convince you they are

**The ideal target for
your next mailing**

Order thru your Broker or direct

PUBLICITY SERVICE BUREAU, INC.

FOUNDED IN 1918

219 FOREST STREET

BABSON PARK 57, BOSTON, MASS.

How to **SPEED UP** **YOUR MAIL ORDER** **MASS DIRECT MAIL** **Campaigns!**

When you order one-time rental addressing to outside lists of **MAIL ORDER BUYERS** of other Companies, **MOSELY SERVICE** has only begun!

A sizeable experienced **MOSELY PRODUCTION-EXPEDITING DEPARTMENT** speeds your Campaigns into the mails in spite of labor, transportation and other Bottle-necks. **MOSELY** co-operation will help you win the battle of direct mail production on rental lists.

Dept. R-12

MOSELY SELECTIVE LIST SERVICE

Mail Order  *Headquarters*

38 NEWBURY STREET
BOSTON 16

**NEW MAIL ORDER CUSTOMERS
IN VOLUME DIRECT BY MAIL**

ANOTHER REPORT ON FIRST vs. THIRD CLASS MAIL

Dear Mr. Hoke:

I believe the following information relative to a test should prove interesting to your readers.

I made a test a short while ago to determine the advisability of using first class postage in collection letters on our deferred payment accounts of book purchasers.

I tested 1,000 accounts on our regular set-up using third class mail against another 1,000 accounts receiving all of our collection letters by first class mail. Here are the results.

The difference in the postage costs involved in this test was \$85.00 additional on the first class mail test. I find that the difference in actual revenue received was \$169.00 in favor of the first class mail set-up.

Although I am a firm believer in using the lowest possible rate of postage on collection letters wherever possible, the test recently made certainly seems to indicate that the additional postage to send all mail by first class is more than warranted.

We are making another test on this same idea at the present time.

R. A. Snyder, Mgr.
Technical Book Div.
Practical Electrical &
Radio Books
500-526 South Paulina St.
Chicago 12, Illinois

LETTERS FOR CHURCHES

Dear Mr. Hoke:

Your item about the use of church letters in *August Reporter* was of great interest to me because my new book, *Successful Letters For Churches* is written on that subject.

I asked the publishers, Abingdon-Cokesbury Press, to send you a review copy and you should have it by now. Since you are the expert of experts on letter writing, I am anxious to know your reaction to my book.

You are doing a splendid job in editing *The Reporter*—I wouldn't think of missing a single issue!

Stewart Harral
Director, School of Journalism
and Bureau of Press Relations
The University of Oklahoma
Norman, Oklahoma

Reporter's Note: And you, Stewart Harral, are a good salesman. After getting such a complimentary letter from you, how could I refuse to mention (and praise) your book.

Seriously, I'm glad you wrote your book. I think it has been needed. I haven't read every word but have seen enough to know that you are on the right track. Your book should be of great value to all church workers who want to use the mails to build memberships, loyalty and good will . . . and to harness activities and raise money. We'll do our best to help you sell it—and will accept and fill orders for you through *The Reporter* and Graphic Books. To readers: Title "Successful Letters for Churches." Size 5½ x 8 inches. Cloth cover. 247 pages. Price \$2 . . . and worth it. Send check with order, and we'll ship promptly.

**TRADE ADDRESSING AT "ROCK BOTTOM" PRICES
FOR LETTER SHOPS - LIST CO'S. - DIRECT MAIL FIRMS**

WE ADDRESS

ENVELOPES
BROADSIDES
SELF-MAILERS
POST-CARDS
GUMMED LABELS
CATALOGS
AND OTHER
ADVERTISING PIECES

WE OFFER THESE FACILITIES

200 EXPERIENCED TYPISTS
1 MILLION ADDRESSINGS WEEKLY
CLEAN—ACCURATE WORK
CAREFUL LIST HANDLING
72 HR. SERVICE WHEN NEEDED
DAILY PICKUP & DELIVERY SERVICE
RY. EXP. SERVICE FOR OUT OF TOWN FIRMS

WE ARE NOW DOING WORK FOR LEADING NEW YORK LETTER SHOPS AND LIST CO'S.
MEMBER—M.A.S.A. • D.M.A.A. • BANK AND BUSINESS REFERENCE AVAILABLE

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87-29 78th St., WOODHAVEN 21, N. Y. CITY
PHONE—Michigan 2-4250-51

SPECIAL AND ANNUAL REPORTS

LA PLANT-CHOATE Annual Report to Stockholders. Issued by LaPlant-Choate Manufacturing Co., Inc., Cedar Rapids, Iowa. Size 8½" x 11", 28 pages and covers. Good looking photographic illustration in full colors on front cover. French fold back cover shows full color map illustrations of domestic and export dealers. Inside printed in light blue, red and

**Another
MOSELY EXCLUSIVE!
150,000 WELL-TO-DO
CONSUMER MAIL
BUYERS, RECIPIENTS,
INQUIRERS**

**De Luxe
FRUIT ASSORTMENTS**
sold entirely
DIRECT BY MAIL
average sale: \$20

These middle and upper class Mail Order Buyers, Recipients and inquirers have the money to buy anything they wish by mail. Perhaps they can be a good source of NEW MAIL ORDER CUSTOMERS in volume direct by mail for you!

27% are Customers, many givers of a box of fruit each month at about \$30 a year; 70% are recipients. Geographic. Addressed on special labels supplied by owner. One-time addressing, \$16.50 per thousand. Not available estates. Exceptional record of producing New Customers. This is another outstanding

MOSELY EXCLUSIVE LIST.

(Ask for date on list M-3828)

Dept. R-12

**MOSELY Selective
LIST Service**

38 NEWBURY STREET, BOSTON 16, MASS.
**NEW MAIL ORDER CUSTOMERS
in VOLUME DIRECT BY MAIL**

black. Beautiful job throughout. Pictorial charts in two colors, with a blue wash background, clean cut photographs showing equipment in actual use, and cartoon spots all help to make a financial report that is easy to read and understand.

WHAT GOES ON HERE . . . ? Issued by the National Ice Public Relations, Inc., 1706 L Street, N. W., Washington 6, D. C. Size 5¼" x 8", 32 pages, self cover. Printed in black and red on buff paper. A primer type of booklet, with copy in fairly large type on right-hand pages and cartoon sketches in color occupying most of the left-hand pages. A brief report on advertising and publicity results handled by the association . . . and very well done. Copy is short and to the point . . . nothing wasted on flowery, descriptive puffs. Our old friend Bob Harper (Robert E.) connected with the O.D.T. during those war-hectic days in Washington, turned it out and has every right to feel very proud of the finished report.

NEVER . . . WAS SO MUCH OWED BY SO MANY TO SO FEW. These Served . . . a Record of—and For—the Men and Women of the United States Envelope Company who Served in World War II. Home office of the USE Company, Springfield 2, Massachusetts. Size 8½" x 11", 114 pages and stiff covers. Hard to find words to describe this very beautiful commemorative book. Title gold stamped on deep blue cover. First two inside pages and two back pages in same shade of blue showing insignia of four branches of our military service. Designed and produced under the direction of Wm. B. Remington,

Inc., Springfield, and lithographed on Linweave Early American Old Ivory by the General Offset Printing Company. A copy of the book was presented to each of the 3300 present employees of the USE Company, including 412 returned veterans and to the survivors of the 18 who lost their lives in the war. It contains veterans war records and photographs. The use of the Churchill quotation on the cover and an excerpt from General Jonathan Wainwright's "Prayer of Thanksgiving" help create the atmosphere necessary to a commemorative work of this kind. Bettina Steinke, well known portrait artist, did the 19 charcoal drawings, reproduced in sepia, of General Wainwright and the 18 who lost their lives. This is followed by three pages, illustrated with line drawings in blue, of battle scenes and a review of the creation and growth of each branch of the service. Following this are the war biographies, with photographs, of each of the returned veterans, interspersed with a running summary of the war, and illustrated with official battle photographs. A tremendous amount of research was necessary to assure complete accuracy and to select those scenes of action which would make the running account of the war most interesting. Our sincere congratulations to everyone having a hand in the creation and production of this book. It's a book that will be kept and cherished.

BEAUTIFULLY MATCHED STATIONERY

Will give this month's prize of a hypothetical something or other to the Moebius Printing Company, 300 North Jefferson Street, Milwaukee 2, Wisconsin . . . for having the most beautifully designed matched stationery we have seen in a long time. Useless to try to reproduce it here because it would have to be shown in colors.

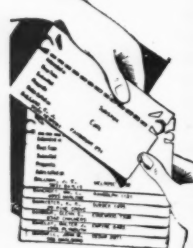
The envelope has a gray color block at the left end with the company name done in distinctive lettering and showing white with black shadow. The company trade symbol appears in red.

The letterhead follows the same pattern with a solid gray tint block running over most of the sheet but with a white margin on the right hand

Visible Record

500 Cards \$3.45
6 x 4 Inch
Complete

25 Card-Sheets Show FACTS on 500 Cards



Sheets of Cards
for Any Record

Easy Use Handifax Cards only. Join together.
Quick File sheets of Cards on edge like paper in correspondence folders.
Flexible
Durable *Visible Facts Inspire Profitable Acts.*
Portable Use half inch Visible Margin for Indexing
—Color Signaling—Visible Tabulation of vital information. Ten years national use.
Compact 500 Cards one side Blank, one side Ruled
Low Cost 6 x 4 in., \$3.45; 8 x 4 in., \$4.40; 10 x 4 in., \$5.30. Order now. Send no money. Satisfaction guaranteed.

Cost
Sales
Stock
Ruled
Credit
Payroll
Purchase
Prospects
Collection

Write for Catalog
Handifax ROSS - GOULD CO. St. Louis
357 N. Tenth St. (1)

side and the bottom. The envelope lettering style is carried through on the letterhead. The address and description of the business appear in white margin.

A check, which reached us along with the letterhead and envelope, carried the same treatment . . . a gray background with the distinctive reverse, shadowed lettering on the left end and the usual lines for date, number, payee, amount and signatures in reverse.

Some people have claimed that it isn't worth while to have attractive checks . . . but in this particular case the effect of the matched stationery and check was so impressive that everyone in the office had to see it and it was hung on the wall for a one day exhibit.



If you want the lowdown on DIRECT MAIL . . . send \$1 for new book by Henry Hoke, Editor of The Reporter of Direct Mail. **DOGS THAT CLIMB TREES** is a short (86 page) easy-to-read, personal experience account of the growth, power and possibilities of the use of the mail for selling. It's for beginners (of any age) who want to know background facts.

Also available for beginners . . . the first authentic textbook on the largest medium of Advertising. Already adopted by leading colleges. **HOW TO GET THE RIGHT START IN DIRECT ADVERTISING** (with job chart and appendix on House Magazine editing) by Harrie A. Bell of Philadelphia. Price \$4.

GRAPHIC BOOKS, INC.
17 East 42nd St. New York 17, N. Y.

HELP WANTED — MALE

EXECUTIVE—Sales Mgt., layout, estimate, production. Direct Mail firm est. 25 years. Offset exp. desirable. Salary open. Unlimited future. Also need adv. artist. Robert Gile, 514 Second Ave. S, Minneapolis 2, Minn.

MAIL ORDER LISTS FOR RENT

MAIL ORDER COURSES — WOMEN BUYERS—40M Bust Development—\$1.98 Course. 20M Self-Improvement and Reducing Course—\$2.98. Nationally advertised 1945-1946 buyers on addressograph plates. \$15.00 per M plus \$1.50 per M for mailing under Sec. 562 PL&R. Bonomo Institute, 1841 Broadway, New York 23, N. Y.

MAILING LISTS

MILLIONS OF TRIED PROSPECTS! Wide list coverage; many exclusive releases. Explain needs . . . or request Bulletin. C. Donner, Box 643, Ann Arbor, Michigan.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

QUALITY LETTERS from new type of stencil! "Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type-clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., for free information.

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ESTABLISHED NEW YORK CITY Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

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who writes House Organs, Sales Letters, Folders, Booklets, Complete Direct Mail Campaigns and Original Rhymes that perk up sales and advertising messages. He tackles all kinds of special writing assignments. Tell Him What You Want To Accomplish. Write him for Samples.



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PLANS DEVELOPED and literature prepared to yield low-cost inquiries or mail order sales. Clients may use their own printer or mailing house. This is strictly a professional service on a retainer basis. M. A. POLLEN, 62 W. 47th St., New York

"LESS TESTING — BETTER RESULTS"

- Fifteen years of experience in recommending lists, scheduling tests and observing results for all the large mailers in the country enable us to guide you to the lists which are apt to work out best for you.
- Tests are necessary, but it is our aim to keep the overhead expenses involved in testing to a minimum. We therefore recommend only tests which seem appropriate.
- To help us help you, we need samples of your mailing piece. Send these along and we shall be glad to give you our recommendations.

ARTHUR MARTIN KARL
25 West 45th Street
New York 19
Bryant 9-1824

NAMES UNLIMITED
INCORPORATED

GEORGE R. BRYANT
75 East Wacker Dr.
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State 3686

WINDOWS

tailored to order!

Sized *right* and placed *right* to fit your enclosure (so long as Postal Regulations are complied with). **Tension Address Saver Window Envelopes** save time, addressing costs, and avoid errors—one addressing job serves for both envelope and enclosure.



TENSION ENVELOPE CORP.

New York 14, N. Y.
345 Hudson St.

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1912 Grand Ave.

St. Louis 3, Mo.*
23rd and Locust Sts.

Kansas City 8, Mo.*
19th and Campbell Sts.

Minneapolis 1, Minn.*
123 North 2nd St.

*Originally Berkowitz Envelope Co.

**HOW CAN YOU SMILE
THAT WAY—
WITH A BIG JOB
MARKED RUSH?**



**I'M USING
INTERNATIONAL OFFSET—
IT SPEEDS
PRESSWORK!**



IT'S good to know you can turn out a quality job in jig time—when you have INTERNATIONAL OFFSET to help you!

This strong, surface-sized, fuzz-free sheet is noted for its ability to lie flat. In long runs of single or multiple color—whether off-set or letterpress—you can count on maximum press performance.

Top-flight lithographers show their knowledge of papers by choosing INTERNATIONAL OFFSET for broadsides, brochures, booklets, envelope enclosures—and other pieces on which their reputations hinge.

Not quite enough of this popular paper to meet today's demand—even though we produce as much INTERNATIONAL OFFSET as limited supplies will allow. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



